

JANUARY

1958

The Inland Printer

*Leading
Publication in
the World of
Offset-Letterpress
Printing*

WHAT'S
AHEAD
FOR
'58?

Equipment-Supply Manufacturers Hopeful for '58

Which Is Better No-Offset Mix: Liquid or Powder?

Lithographed Labels Balance Seasonal Auto Work

New LTF Color Program Reached Full Pace in 1957

Proper Cleaning of Presses Gains Production Time

Advertising Typography Promoting Gothics' Revival

National Associations
Foresee Fair Year;
City and State Groups
Have Mixed Emotions

1

Up in the air over mixed composition costs?

THE MODEL 29 LINOTYPE is the "down-to-earth" answer to the high cost of mixed composition! For with the Model 29 you can set 360 characters right from the keyboard. Different type sizes, accent marks, roman, bold face, small caps and special characters occurring in the same line are no problem.

Other benefits? Yes! Costly "cutting in," hand composition and distribution are eliminated. The savings are all yours!

Ask your Linotype Production Engineer about the **Model 29 Linotype** or write Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •



What Typeface?

Big and Strong

Tempo Black

Italic Headings

Tempo Black Italic

Printing Equipment

Tempo Black Condensed

For Better Display

Tempo Black Condensed Italic

Ads in Paper

Tempo Black Extended



Square and Wide

Record Gothic Medium Extended

Better for Rubber Plates

Record Gothic Condensed

Advertising Departments

Record Gothic Condensed Italic

Opening New Shop

Record Gothic Bold

Graceful Unique Lines

Admiral Script

This Design Has Many Qualities

Florentine Cursive

Demands Beautiful Script

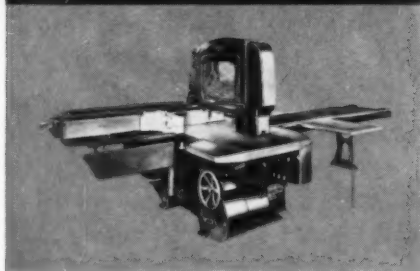
Coronet Bold

Whether it's a bold, extended letter that delivers a punch—the lean, angular typefaces still very much in vogue—graceful italics and scripts for the gentler touch—or the traditional and modern typefaces in beautiful yet conservative design—there is a Ludlow typeface that meets practically every requirement of the discriminating layout-man, printer or advertiser. Ask us for information.

Ludlow Typograph Company 2032 Clybourn Ave., Chicago 14, Illinois

Heading and signature set in Ludlow Hauser Script

Dexter
BRACKETT TRIMMER



*cuts...trims...
up to
3 times faster!*

Here's a machine that can save time in the last step of production, and meet those "rush" delivery schedules. The Dexter Brackett Safety Trimmer has the precision and speed that can pick-up some of the time which may have been lost in preceding operations. It trims and cuts apart labels, booklets, catalogs, inserts
...up to three times faster than conventional equipment!

The Brackett offers significant other advantages, too. Straight away travel to reduce handling—mechanically set spacer for maintaining consistent accuracy—retained settings to save time on repeat jobs...these are just a few of its features.

There's more...much more, and all worth checking.

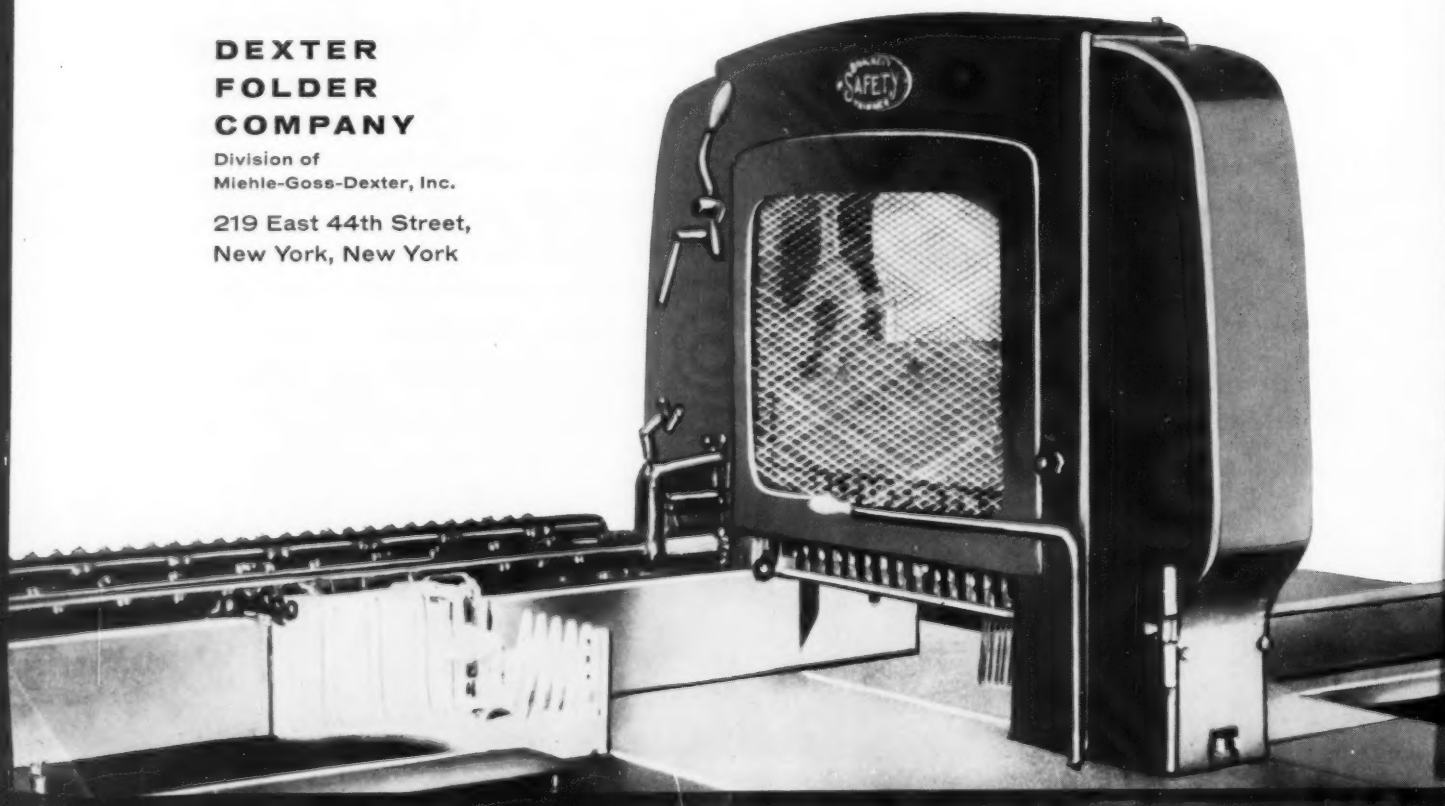
Get the full story on the Dexter Brackett Trimmer.

Write today for literature giving complete details.

**DEXTER
FOLDER
COMPANY**

Division of
Miehle-Goss-Dexter, Inc.

219 East 44th Street,
New York, New York



JANUARY 1958

Vol. 140 No. 4

The Inland Printer



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

Published at 79 West Monroe Street
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WAYNE V. HARSHA, Editor

J. L. Frazier, Consulting Editor

L. H. Allen, Eastern Editor

James L. Wohlner, Assistant Editor

Margot Cohn, Editorial Assistant

Manuscripts

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JOSEPH J. O'NEILL, Manager

Cecil Hancock, Production Manager

M. M. Gross, Circulation Manager

Eastern Advertising:

William H. Thorn,

341 Madison Ave.,

New York 17. Phone: OR 9-8266

Frank P. Lamberta,

341 Madison Ave.,

New York 17. Phone: OR 9-8266

Midwest Advertising:

Harry H. Yocherer,

79 West Monroe St.,

Chicago 3. Phone: RA 6-2802

Pacific Advertising:

Don Harway, 1709 W. 8th Street,

Los Angeles 17, Calif.

Phone: DU 2-8576

Great Britain:

Maclean-Hunter, Limited,

Wellington House, 125 Strand,

London, W. C. 2

LEADING ARTICLES

WHAT'S AHEAD FOR '58? Inland Printer's Forecast Feature 35

While 1957 sales volume is expected to exceed 1956, leveling off is anticipated for early months of '58. Tougher competition in the air

City and State Associations Have Mixed Emotions for 1958 40

Some association leaders are optimistic, some pessimistic, still others uncertain. General business conditions will control volume and profits

Printing Industry Equipment and Supply Leaders Are Hopeful 46

Most manufacturers look for pickup in business activity in late 1958; rising costs on profit margins may lead to cutbacks on expenditures

Which Is the Better No-Offset Mix: Liquid or Powder? 50

Both kinds have advantages as well as disadvantages. Here are analyses of both and some hints on how to use either in your plant

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Calvert Lithographing Co. in Detroit found a way to even work flow; Other Calvert specialties include city and county maps for school use

Proper Cleaning of Presses Will Help to Gain Production Time 70

Cleaning press is not single operation but multitude of careful steps; Here are daily steps you may follow for good preventive maintenance

Advertising Typography Is Promoting Revival of Gothic Types 74

Type foundries and composing machine manufacturers are expanding series; Here are ways to distinguish between gothics and sans serifs

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For contents of previous issues, consult the Industrial Arts Index in the library

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ENTERED AS SECOND-CLASS MATTER, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry has been made at Long Prairie, Minn., Post Office



Associated Business Papers



Magazine Publishers Assn.

Audit Bureau of Circulations





Get a really
white bond—
get Hamilton!

Your work
is as good
as your bond

Appearance is important in bonds. Hamilton Bond offers you a really bright blue white that's a joy to look at, a joy to print on, a joy to deliver to your customers.

Hamilton Bond has a formation which is handsome, clear and uniform—which insures a level printing surface for best press performance. It is *genuinely* watermarked, strong and durable, pre-humidified, moisture-proof wrapped. Ten distinctive, highly printable colors, too. And matching envelopes. Try Hamilton Bond . . . it brings out the best in your work!

Hamilton Papers



HAMILTON PAPER COMPANY
Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

LETTERS TO THE EDITOR

Two PIA Agents in Canada

Editor, *The Inland Printer*:

On page 102 of your November issue there is a statement that "The Canadian Graphic Arts Association this year became the agent in Canada for national distribution of PIA services." This statement should have read that the Canadian Graphic Arts Association is one of the agents in Canada for national distribution of PIA services.

The Toronto Graphic Arts Association has distributed PIA services on a national basis for many years. As a matter of fact, the Toronto Graphic Arts Association affiliation dates back to 1919 when Toronto was affiliated with the former United Typothetae of America. The only real interruption to those services was during the period of the NRA days.

The Toronto Graphic Arts Association was PIA's exclusive agent in Canada until recently. Following conferences with representatives from the Toronto Graphic Arts Association and the Canadian Graphic Arts Association, the PIA board of directors, effective July 1, 1957, gave the Canadian Graphic Arts Association the authority to distribute nationally PIA services. Both of these Canadian associations now have authority on a national basis to distribute PIA services in Canada.

PIA's interest in the matter is to work with the Canadian groups to help them strengthen their own national industry activities.

—Bernard J. Taymans, general manager, Printing Industry of America, Inc., Washington, D.C.

'Low Brow' TV Program Aids Printing

Editor, *The Inland Printer*:

Your "Last Word" department at times seems to be just that—some of your stuff almost sends a guy into speechlessness.

I think in your "Last Word," or somewhere in your most excellent magazine you should give a television program a citation of some sort for its use and encouragement of the use of the printed word, especially that produced by us job printers.

This program is the CBS "Have Gun—Will Travel" series. Maybe you are low-brow enough to watch this sort of goings-on. Anyway, the hero, Paladin, a professional gunman who leans more toward Robin Hood than Murder, Inc., uses the printed word to contact his clients.

He reads about someone needing his services in the newspaper—either the news or the want ads. Then he writes the client a letter and always encloses his very fancy business card. Upon personal contact, he often hands his client or just anyone a card to introduce himself.

It seems to me the medium of television, which seems to be a hated competitor of the graphic arts, gives a good plug for business cards.

Thanks again for the fine job you are doing.
—John L. Stanistreet, Beach Press, Daytona Beach, Fla.

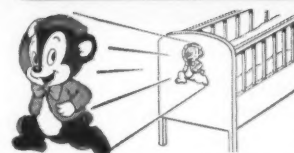


IDEA NO. 124

Hot or Cold—It's HOLLY

Dealers for HOLLY-GENERAL CO., Los Angeles, have the answer for any kind of weather with combination heating and air conditioning units. And to tell folks about it, the company supplies these two giant (48 x 14) window streamers. KENT COCHRAN, Holly's Ad Mgr., collaborated with HUGO HAMMER, Art Director of DOZIER-EASTMAN agency, with silk-screening by the VITA-CHROME CO., L. A. Strips of 1" wide KLEEN-STIK make them e-a-s-y to put up with a quick peel-and-press. No wonder so many dealers use the displays and "talk up" the product!

Outstanding
P.O.P. Ideas
Featuring the World's Most
Versatile Self-Sticking Adhesive!



IDEA NO. 125

Cute CRIB Character

Furniture for the wee, wee set demands "cute" decorations—which must also be permanent and easy to apply. CRIB BED of Canada, Ltd., in Montreal, solved the problem with these appealing animal cutouts. BILL SHEAR, Sales Prom. V. P., had them silk-screened on KLEEN-STIK FLEX-STIK "B"—the rubber-saturated stock that sticks tight and permanent. So easy to put on, too—no water or glue . . . simply peel and press. Art and screening by CHARLES AXMAN of ARTISTIC ENTERPRISES . . . die-cutting by PRINTERS & LITHOGRAPHERS, LTD., Montreal.

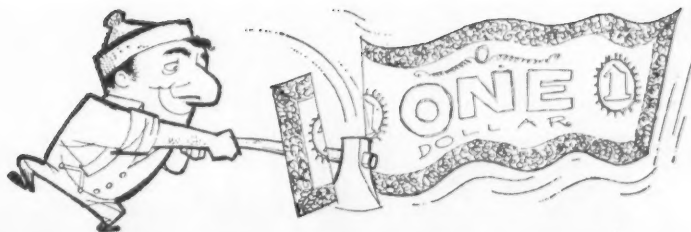
Make sure your customers know about KLEEN-STIK—the valuable "extra" that builds extra business for you. Write today for your big free "Idea Kit".

KLEEN-STIK Products, Inc.

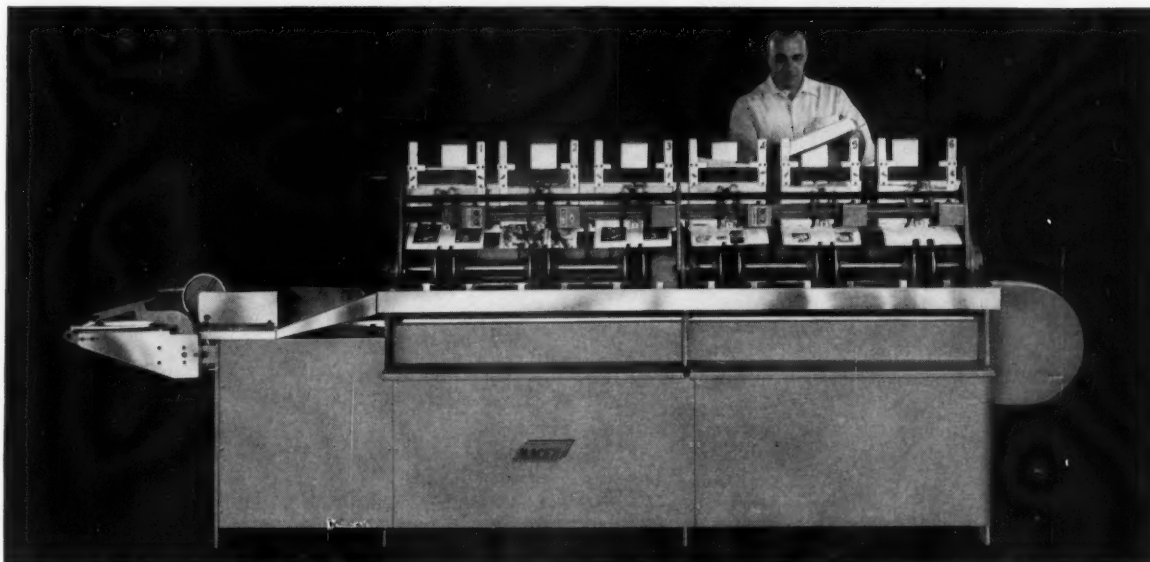
Pioneers in Pressure-Sensitive
for Advertising and Labeling

7300 W. Wilson Ave. • Chicago 31, Ill.

Want To...



CHOP 9/10 OFF YOUR GATHERING \$'S?



The New Macey Gathering Machine Has Done It!

The new high-speed Macey Gathering Machine has proved in actual in-plant production it can slash nine-tenths off a firm's gathering costs over old hand-gathering methods. Here's why.

IT'S FAST!

- Takes just one minute per station to set and load hoppers.
- No interruptions with continuous loading... machine feeds from bottom, loads from top.
- Faster than any comparable machine in *total daily production*.

IT'S ACCURATE!

- No misfeeding, overloading or feed stoppages.
- No skips or doubles.

IT'S EFFICIENT!

- Handles book sections, greeting cards, gift-wrapping paper, folios, patterns, catalog inserts.
- Accommodates any materials from 40-lb offset papers to 64-page signatures.
- Will take sheet sizes from 3 x 5" to 13 x 16" or larger.

Available in sizes from 6 to 30 stations.

Why not let a Macey representative call on you and survey your gathering problems?



MACEY COMPANY

A Subsidiary of Harris Intertype Corporation

5350 West 130th St., Cleveland 30, Ohio

- ☐ Please send me descriptive literature giving details on the new Macey Gathering Machine.
- ☐ Have a Macey representative call on me to study my gathering problems.

Name _____

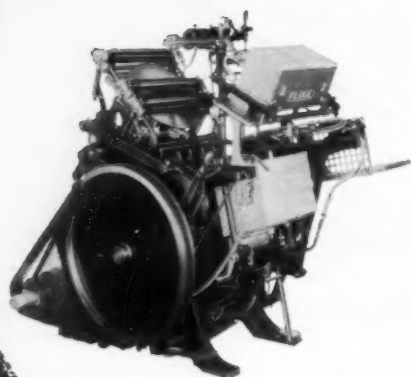
Company _____

Address _____

City _____

Zone _____ State _____ IP 1-8

Kluge



MR. PRINTER, HERE'S THE 1958 KLUGE AUTOMATIC...

a press capable of turning out
more saleable impressions than
any other automatic platen press
on the market.

Redesigned and skillfully engineered throughout for 1958.

- . . . **NEW** motor drive and speed control system
- . . . **NEW** higher impressional strength
- . . . **NEW** *open circuit*, high velocity vacuum feeding system
- . . . **NEW** *positive lock* chase hook
- . . . **NEW** KLUGE air filters
- . . . **NEW** operating convenience

These features and many more combine to give you up to 20 percent higher production, increased efficiency, and less down time.

For more information on the 1958 KLUGE AUTOMATIC PRESS just drop us a card. We'll be happy to discuss the possibility of putting the finest platen press in your shop . . . the 1958 KLUGE AUTOMATIC PLATEN PRESS.

BRANDTJEN & KLUGE, INC
ST. PAUL 3, MINNESOTA

BRANCHES: Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, and Brandtjen & Kluge, Ltd., Toronto, Canada

NEW WHITENESS !
NEW BRIGHTNESS !

Nekoosa OFFSET

Our new chlorine dioxide bleach plant now assures the whitest, brightest offset paper obtainable. Look at Nekoosa Offset . . . *try it!* Your Nekoosa Paper Merchant has samples!



NEKOOSA-EDWARDS PAPER COMPANY, PORT EDWARDS, WISCONSIN

Mills at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York

THERE ARE PROFITS
FOR YOU IN THE

POWER OF COLOR KIT...



THE
POWER
OF
COLOR...



INTRODUCING A UNIQUE 25% COTTON SHEET

Fox River Laid in 9 beautiful colors

An impressive watermark...spic-and-span colors...a powerful sales and demonstration kit...and a completely fresh approach for you to profitable letterhead, direct mail and envelope business. Use the printed, lithographed, engraved, debossed, die cut and thermographed samples in The Power Of Color kit to prove to your customers and to your prospects the inherent power in the color of paper. Ask your Fox River merchant for your Power Of Color kit...or write to us in Appleton on your business stationery.

HERE ARE THE COLORS IN FOX RIVER LAID:

• Pastel Gray • Pastel Green • Pastel Pink • Pastel Blue • Pastel Yellow • Pastel Ivory • Old Ivory • Primrose • Arctic White



**FOX
RIVER
PAPER
CORP.**

**OUR 75th YEAR
OF MANUFACTURING
FINE BUSINESS PAPERS**

Eight Bond Grades: 100%, 75%, 50% and 25% Cotton

Five Onion Skin Grades: 100% and 25% Cotton, Premium Sulphite

Four Ledger Grades: 100%, 75%, 50% and 25% Cotton

Three Vellum Grades: 100% and 25% Cotton, Premium Sulphite

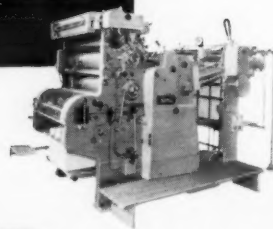
Three Bristol Grades: 100% and 25% Cotton, Premium Sulphite

Four Thin Cards: 100% and 25% Cotton, Premium Sulphite

Eight sizes of envelopes in six Bond Grades.

APPLETON, WISCONSIN


29 and 36 OFFSETS



Hairline Register

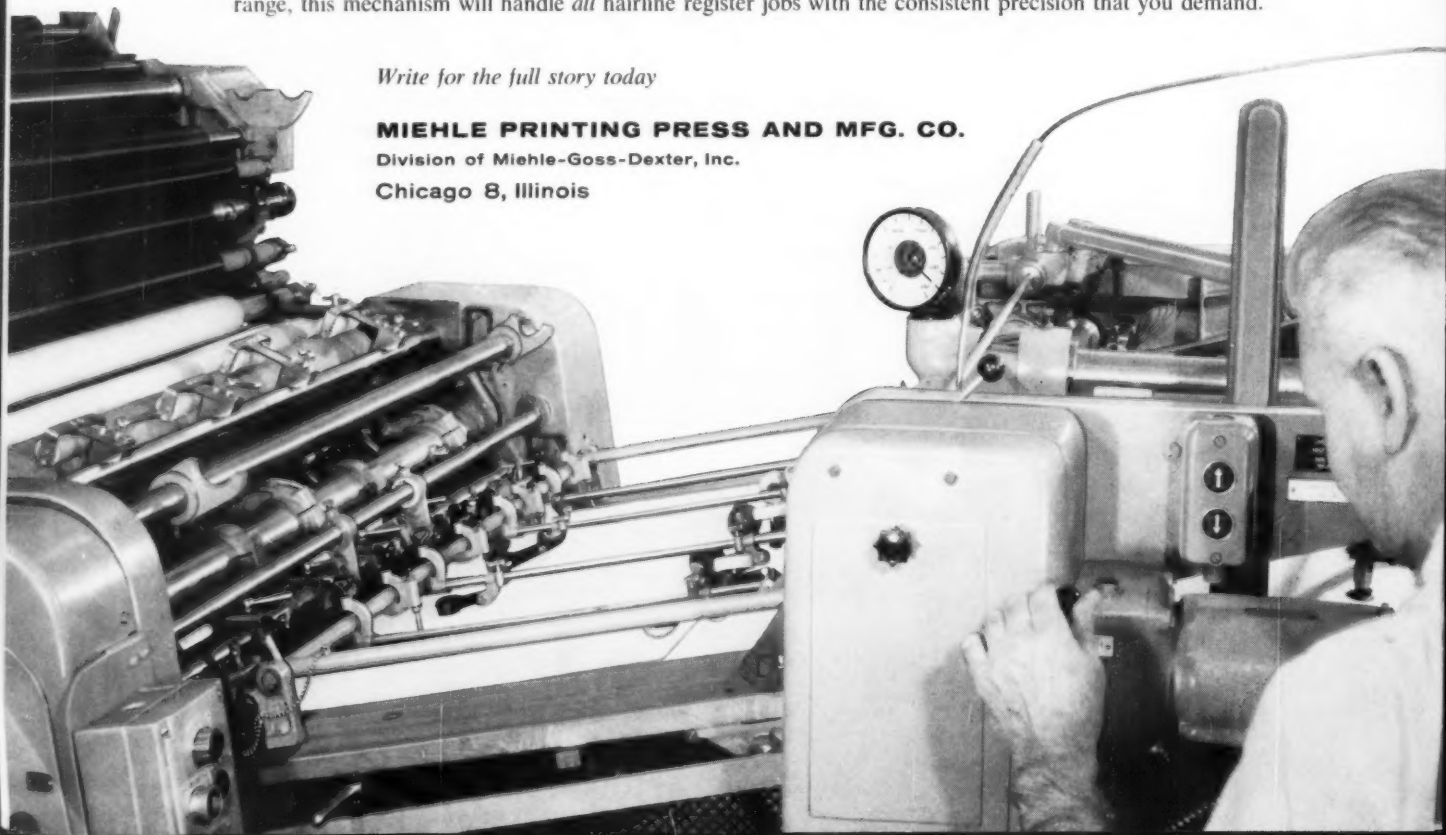
**AT ANY SPEED FROM MAKEREADY
UP TO 7000 PER HOUR!**

Once you've set the guides and completed makeready on a Miehle 29 or 36,
just ease the press up to running speed and let it roll...register will be exact on
every sheet...at any speed. With the *swing gripper transfer mechanism*,
there's no variation in register when going from makeready to top running speed. It's right on the dot.

This is just one of the Miehle features that means finer quality. Others too are important; such as,
True Rolling Cylinders, positive sheet control, ample ink coverage and efficient dampening and
many more. Investigate the 29 and 36 Offsets—especially the *swing gripper transfer*. In the 23x29" and 23x36"
range, this mechanism will handle *all* hairline register jobs with the consistent precision that you demand.

Write for the full story today

MIEHLE PRINTING PRESS AND MFG. CO.
Division of Miehle-Goss-Dexter, Inc.
Chicago 8, Illinois



CONFIDENCE from the start



You, too, can have CONFIDENCE



Small Rolls and Folded Paper Products



PERFECTION® Flat Gummed Paper

**in PERFECTION® Paper Roll Products
and PERFECTION® Flat Gummed Paper**

From a very small beginning in 1905, Paper Manufacturers Company has become the leader of **QUALITY** in its specialized field. We are proud of the **CONFIDENCE** demonstrated by the acceptance which **PERFECTION PRODUCTS** have received among our many customers throughout the world.

PAPER MANUFACTURERS CO.

PHILADELPHIA 15, PENNSYLVANIA

Complete List of PERFECTION® Gummed Paper Distributors may be found in Walden's "Paper Catalog"

UNIFORMITY



For trouble-free press performance... specify Consolidated Double Coated Offset Enamels

Maximum uniformity is just one of many improved performance features resulting from Consolidated's double coating of offset printing papers. You get greater stability and superior pick resistance, too. All add up to better runability—better results.

What's more, you get these important double coating advantages in every Consolidated grade at no extra cost—PRODUCTOLITH, CONSOLITH GLOSS and CONSOLITH OPAQUE.

Free trial sheets are available from your Consolidated Paper Merchant. Compare performance and cost with any offset paper you are now using. You'll see how

Consolidated Double Coated Offset Enamels offer top values in quality and trouble-free performance!

Available only through your Consolidated Paper Merchant

Consolidated

ENAMEL PRINTING PAPERS
a complete line for offset and letterpress printing
CONSOLIDATED WATER POWER AND PAPER COMPANY
SALES OFFICES: 135 S. LA SALLE ST. • CHICAGO 3, ILL.



Name your bearing needs...we'll meet 'em pronto from 30 types, 10,247 sizes

TIME and time again, machinery makers come to the Timken Company for help with some special bearing application problem. One they think hasn't been solved before. And time after time, from our 30 types and 10,247 sizes of Timken® tapered roller bearings, we've come up with the bearing design to do the job and at minimum cost.

It's no accident that we can help out so often. In over 50 years of helping machinery builders with bearing problems, we've engineered

and produced the world's largest selection of tapered roller bearings. And we've constantly improved our designs. The answers to thousands of bearing application problems are already in our files. Ready and available to help you.

And machine users get the same swift service if they ever need a replacement Timken bearing. Even for old machines, they can almost always count on immediate delivery of Timken bearings for replacement.

Why not call on our engineers for

help whenever you have a bearing application problem or requirement? Timken is your No. 1 bearing value. Wherever wheels and shafts turn, Timken bearings eliminate friction, cutting wear and maintenance to a minimum. Specify bearings trade-marked "Timken" for the machines you buy or build. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ont. Cable: "TIMROSCO".

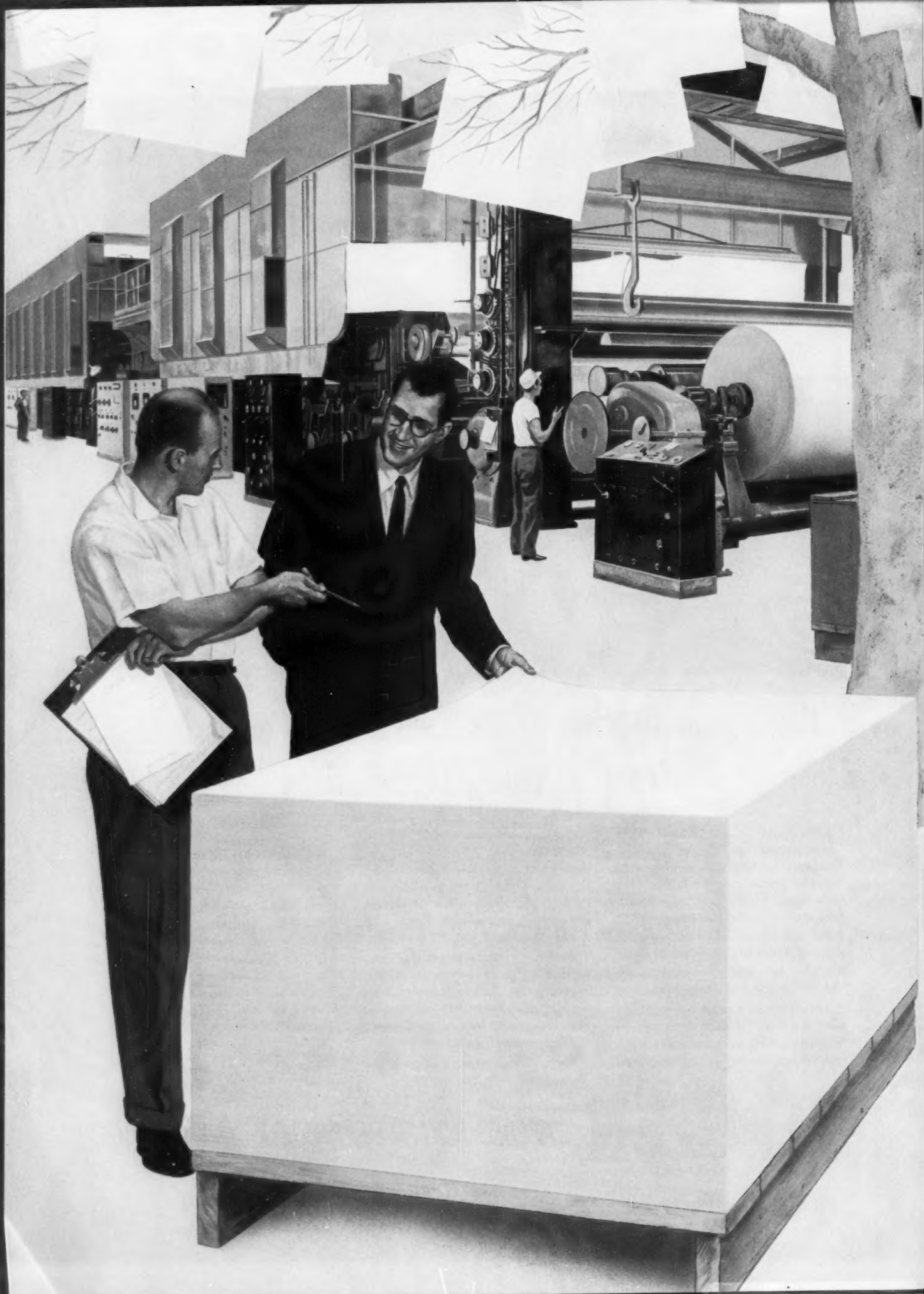



*This symbol on a product means
its bearings are the best.*

TIMKEN

TRADE-MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS ROLL THE LOAD





Kimberly-Clark men and machines make double-coated Lithofect a quality offset paper

Kimberly-Clark production men draw upon a work experience unexcelled in the paper industry. Their knowledge of paper manufacture combined with the latest in high-speed machines and electronic quality control equipment, produces this superior printing paper . . . and at lower cost to you.

Kimberly-Clark Lithofect is *double coated* to insure you the highest quality of reproduction values—sharp, clear life-like impressions that bring out the best in your press. Lithofect is engineered to provide a careful balance of dimensional stability and complete uniformity from edge to edge. You will appreciate its strength and folding characteristics that assure dependable press and bindery performance.

Lithofect can be your most economical offset enamel. We invite you to inspect Lithofect. Call your Kimberly-Clark distributor today or write us direct for press-size, printed samples.


Everything comes to life on Kimberly-Clark papers

For Lithography:

Prentice Offset Enamel, Lithofect Offset Enamel, Shorewood Coated Offset, Fontana Dull Coated Offset, Kimberly Opaque.

For Letterpress:

Hifect Enamel, Trufect Enamel, Multifect Coated Book.

Kimberly Clark
PRINTING PAPERS 

Kimberly-Clark Corporation • Neenah, Wisconsin

ONLY CHALLENGE

GIVES YOU ALL THESE ADVANTAGES

in a 19", 26" or 30" POWER PAPER CUTTER

Simplified Knife Changing

Slotted bolt holes within side frame permit changing knife without moving knife bar. Cuts changing time in half — increases safety.

Automatic Knife Bar Return

Brings knife bar back to up position — automatically. Increases speed and efficiency.

Extended Table Space

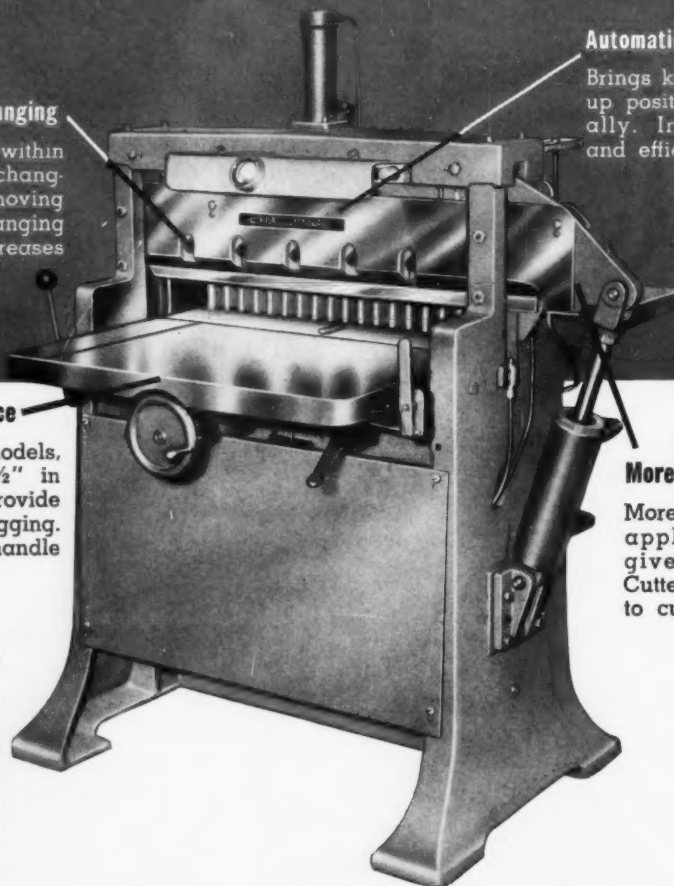
On 26" and 30" models, table extends 18½" in front of knife to provide more space for jogging. Makes it easier to handle stock.

Convenient Working Height

All tables are 34" high for maximum operator working comfort. Reduces stooping . . . fatigue. Enables operator to work in easy, natural position.

More Powerful Cutting

More hydraulic pressure applied to knife bar gives the Challenge Cutter the extra power to cut stock easier.



NO WONDER WHY THEY'RE AMERICA'S MOST POPULAR CUTTERS

These and many more, exclusive features have made Challenge the most widely used power paper cutters in the 19" to 30" size range. Also available for larger cutting needs are the Challenge fully automatic 37" model and the 36½" semi-automatic Diamond model. Get all the facts from your Authorized Challenge Equipment Dealer or write Challenge for a free copy of the latest Paper Cutter Catalog.



PC-107

Dept. IP-1

TRADE-MARK ®

THE CHALLENGE MACHINERY COMPANY, GRAND HAVEN, MICHIGAN

Penn/Brite Offset

the paper for Color reproduction



N



ew York and Penn

Advertising in "Business Week"
helps businessmen appreciate good printing

These ads were developed to help businessmen appreciate the technical skill and painstaking care that go into good printing...to help them understand what printers need to do a good job...and to help printing craftsmen get recognition for their skill and experience.

The series started running over a year ago in the magazine *Business Week*, read by 300,000 of the most influential businessmen in America. Since then reprints have been distributed by the Education Council of the Graphic Arts to vocational schools across America, and printers and lithographers have requested reprints, or the loan of electros, for their own use.

We are pleased to provide businessmen with a glimpse of one of America's great industries. We shall continue to do so over the year to come, covering many more of the key functions of printing.

Both reprints and electros are also available to you on these and the other ads in this series. Use them as invoice stuffers, package inserts with your orders, or to mount as a series on your wall. Write on your business letterhead. We shall appreciate your comments.



Seeing this man at work, you might think he was a magician. He may be making words and pictures materialize on metal. He's not a magician, but he is, in a way, a wizard when it comes to his part of the printing process. He's a... an expert on the value of... and much more.

The other platemaker is one of all a skilled craftsman. "Working as" an image on a light-sensitive metal plate seems simple, but his reputation must be proven to capture the essence of the original artwork. His knowledge of the chemistry and physics of the job must be thorough. And since new refinements and materials are constantly being introduced into his job, you'll find him to be a student as well. His skills play a major part in the fine quality of modern offset lithography.

People in Printing: **PLATEMAKER**

Your printer can be just about the best friend you have in business. Be wise and ask for his advice before you plan your next job. Give him time enough to do your job well. Give him correct copy. He's just as anxious as you are to avoid costly corrections. And ask him about the paper that's best for your printing job. (The right paper is an indispensable ingredient in good printing. Or write New York & Pennsylvania Co., 230 Park Avenue, New York 17, N.Y.)

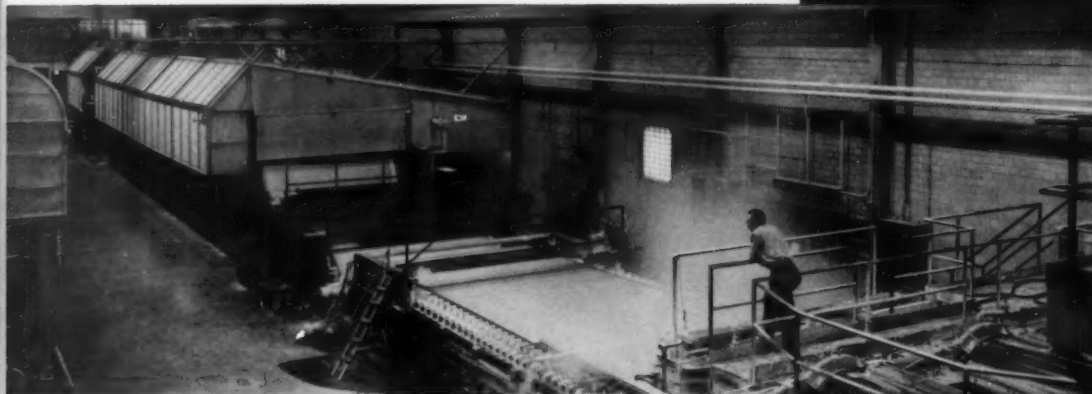
New York and Penn *Help and Paper Manufacturers*

ARREST • BRIGHT PAPER • BROWNELL • ENGLISH PAPER LITHO • BROWN
BROWN • BROWN • BROWN • BROWN • BROWN • BROWN • BROWN • BROWN

**CHECK THESE GREAT FEATURES
OF**

Penn/Brite Offset

- **superior quality** — as measured by every objective standard applied to offset paper.
- **moderately priced** — to bring you savings even when "only the best will do."
- **moisture controlled** — when it's made and finished, to minimize stretch and shrinkage on your presses.
- **stocked** — in popular weights and sizes by leading merchants and at our Lock Haven, Pa., mills for fast shipment to major markets.



Sixteen paper-making machines turn out more than 750 tons of paper daily for the magazine, bound book, and commercial printing fields.



Write for a swatch book, today.
Address: New York & Pennsylvania Co., 425 Park Ave.,
New York 22, N. Y.



New York and Penn
Pulp and Paper Manufacturers

Makers of Penn/Brite Offset • Penn/Gloss Plate • Penn/Print Papers: Eggshell • English Finish • English Finish Litho • Super • Clarion Papers: Duplicator • Mimeograph • Bond • Tablet

3M Plates Offer an Unbeatable Combination... Quality, Mileage and Economy

Quality equal to that shown on this insert—held consistently throughout the longest runs—has switched pressmen across the country to 3M Plates. One veteran pressman sums it up this way: "3M Plates' important advantages in time-saving and quality hold true on our longest runs as well as on our average day-to-day runs. I automatically check all my press settings and my runs are always trouble-free. You can't beat 3M Plates for consistent quality and mileage . . . with real economy to boot."

ASK FOR PROOF that 3M Brand Plates give you this "unbeatable combination" of quality, economy and mileage. Your 3M representative will arrange for a demonstration in your shop.

PROOF

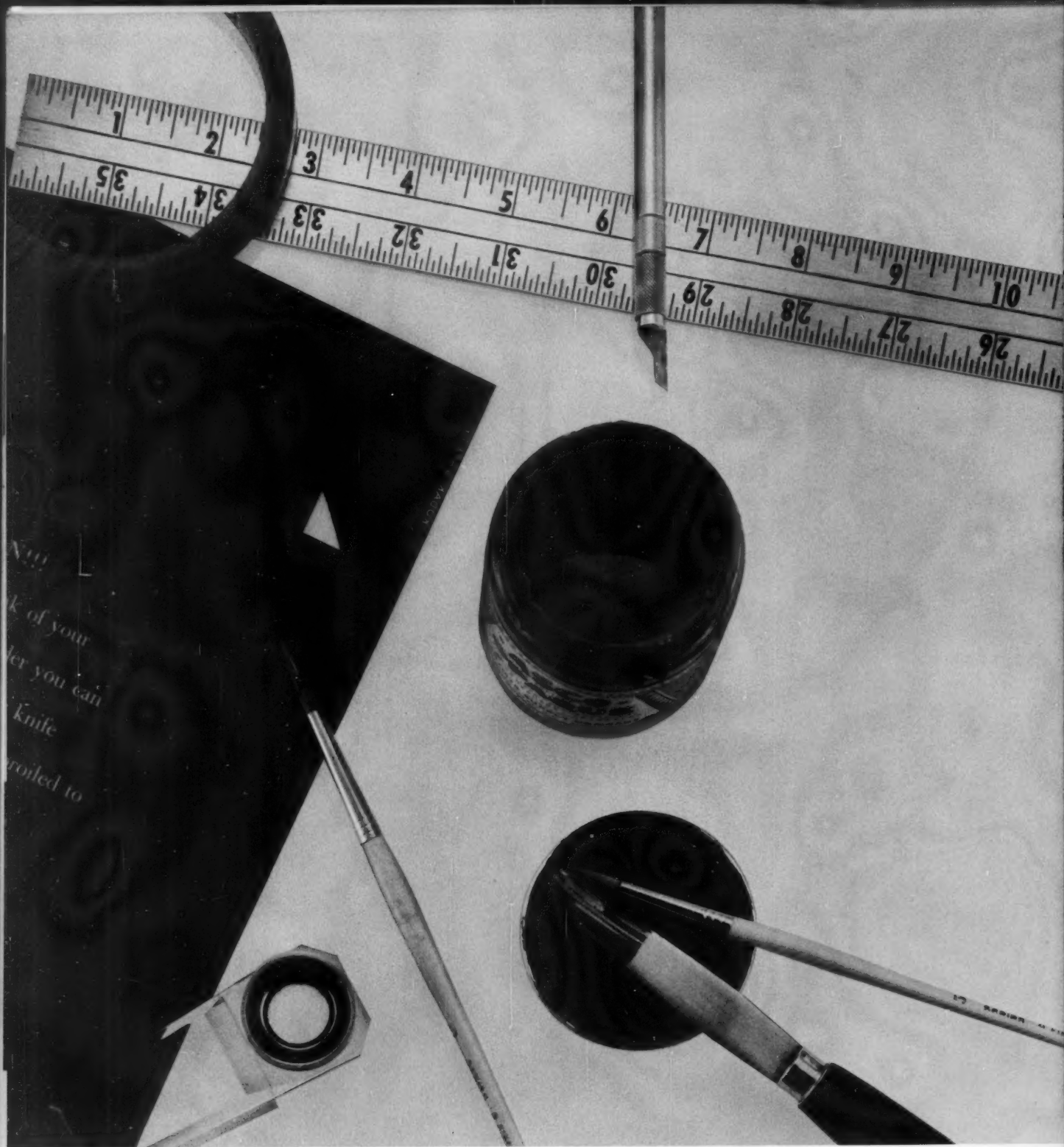


Quality Lithography depends on the Plate

3M Photo Offset Plates

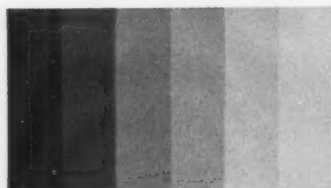


November, 1957



PROOF

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3M Photo Offset Plates
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60"

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60"—66"—69" Lawson Heavy Duty Hydraulic Clamp Cutters...engineered by Lawson and built by Miehle... 60% faster knife action. Truly cushioned hydraulic clamp. Built-in air cushion... adjustable center knife bar bearing. Lawson Electronic Spacer optional. No wonder they are called **PACEMAKER!** Write today for full details.

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69"



BUSINESS FORMS WITHOUT CARBONS

NCR PAPER DOES IT!... produces cleaner, clearer copies

Business forms users everywhere are discovering that NCR Paper speeds up their work. Without using carbon paper or even any carbonization, this amazing paper makes perfect copies of sales slips, invoices, premium notices, stock requisitions—any one of hundreds of applications where clean, clear copies are needed.

Non-smearing NCR Paper, perfected by the research laboratories of The National Cash Register Company, eliminates smudging of copies or fingers and

is easy to handle because it requires no carbon inserts. Up to five legible copies can be made with a standard typewriter, ball-point pen or pencil and eight or more with a business machine or electric typewriter.

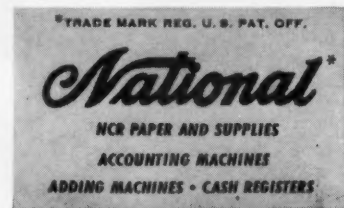
NCR Paper is simple to use. Just put together several forms. Copies are obtained from hand written or business machine or typewriter forms. Finished copies are always neat and clean, easy to read.

NCR Paper's market for business forms is tremendous! Investigate today.

NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.

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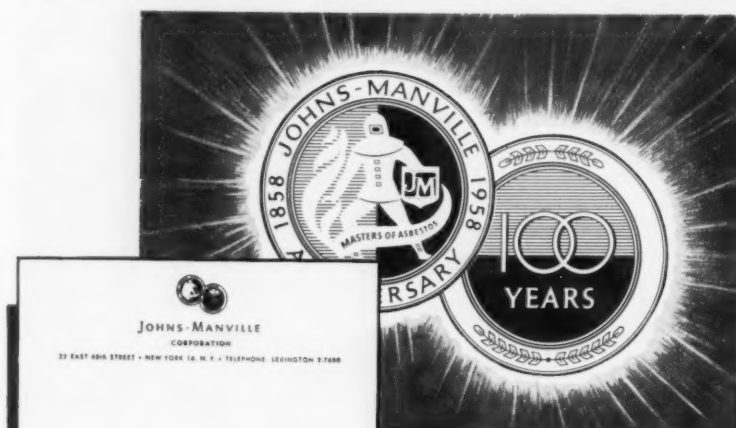
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A century of industrial leadership is expressed in this symbol which will keynote the Johns-Manville anniversary throughout 1958.

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builds on **Quality!**

You can tell a company's character by the letterhead it keeps. Johns-Manville, a long-time Strathmore user, for example, recently selected still another fine Strathmore paper for its anniversary letterhead. Such continuing loyalty is, happily, common with Strathmore users—among whom are an extraordinary number of the most distinguished firms in the nation. They remain convinced, year after year, that their business correspondence on Strathmore is a quality character reference of the most expressive sort.

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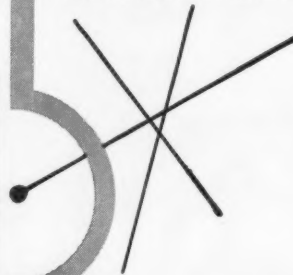
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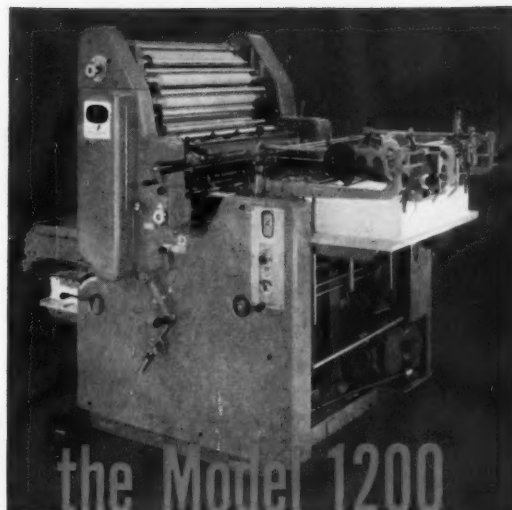
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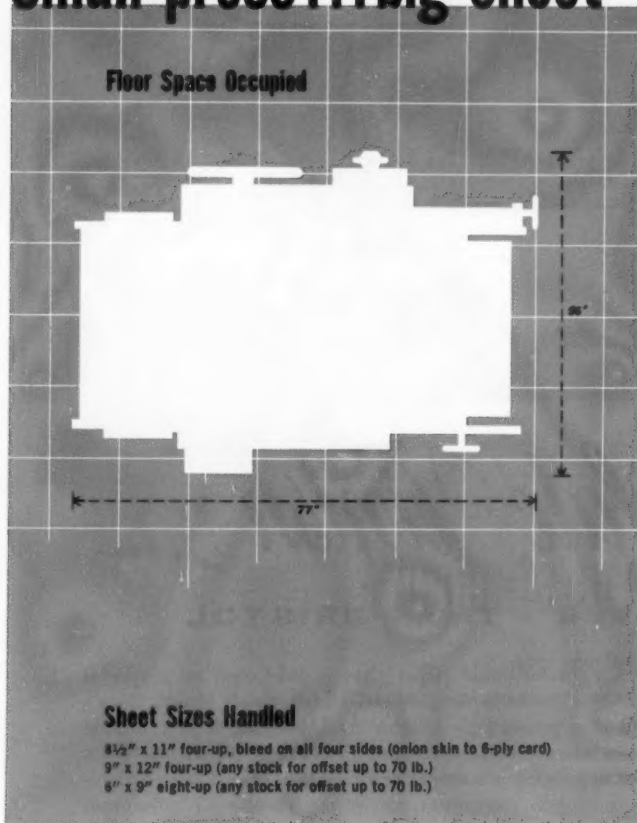
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You get a lot of production with the compact Chief 24 offset press. When you think of the sheet sizes the press handles in proportion to the space it takes up on your shop floor, you can see why the Chief 24 is such a high producer per square foot of press.

And when you consider the fast set up and easy change over features, you can understand why it's a favorite with pressmen. If you figure production in terms of a day's output, imagine what you can get with the Chief 24's stream feeder and maximum speed of 6000 IPH (stepless).

Don't overlook the quality story, either. There's no finer inking system on any offset press. 19 rollers (plus the fountain roller) give you superior ink coverage on the most critical jobs, including those with large solid areas. And the three point register system, with a pull side guide, insures hairline control.

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Identical to PLATE FINISH in its base paper and range of 9 colors and white, Sorg's LEATHER EMBOSSED cover offers a striking contrast with its rich, leather-grain finish.

A cylinder-made paper that is subjected to a special process in forming to make a long-fibered, high-finish stock, Sorg's PLATE FINISH is a pressman's delight. And, because it is available in 5 sizes, you are almost certain to find PLATE FINISH the most economical paper to use for a score of printing uses, since one of these sizes will surely give you maximum pieces per sheet with minimum waste and proper grain direction.

Best of all — you get a choice of 9 attractive colors and white in Sorg's PLATE FINISH to give variety and distinction to your printed pieces. Ask your Sorg paper merchant for swatch book and sample sheets of this versatile paper.



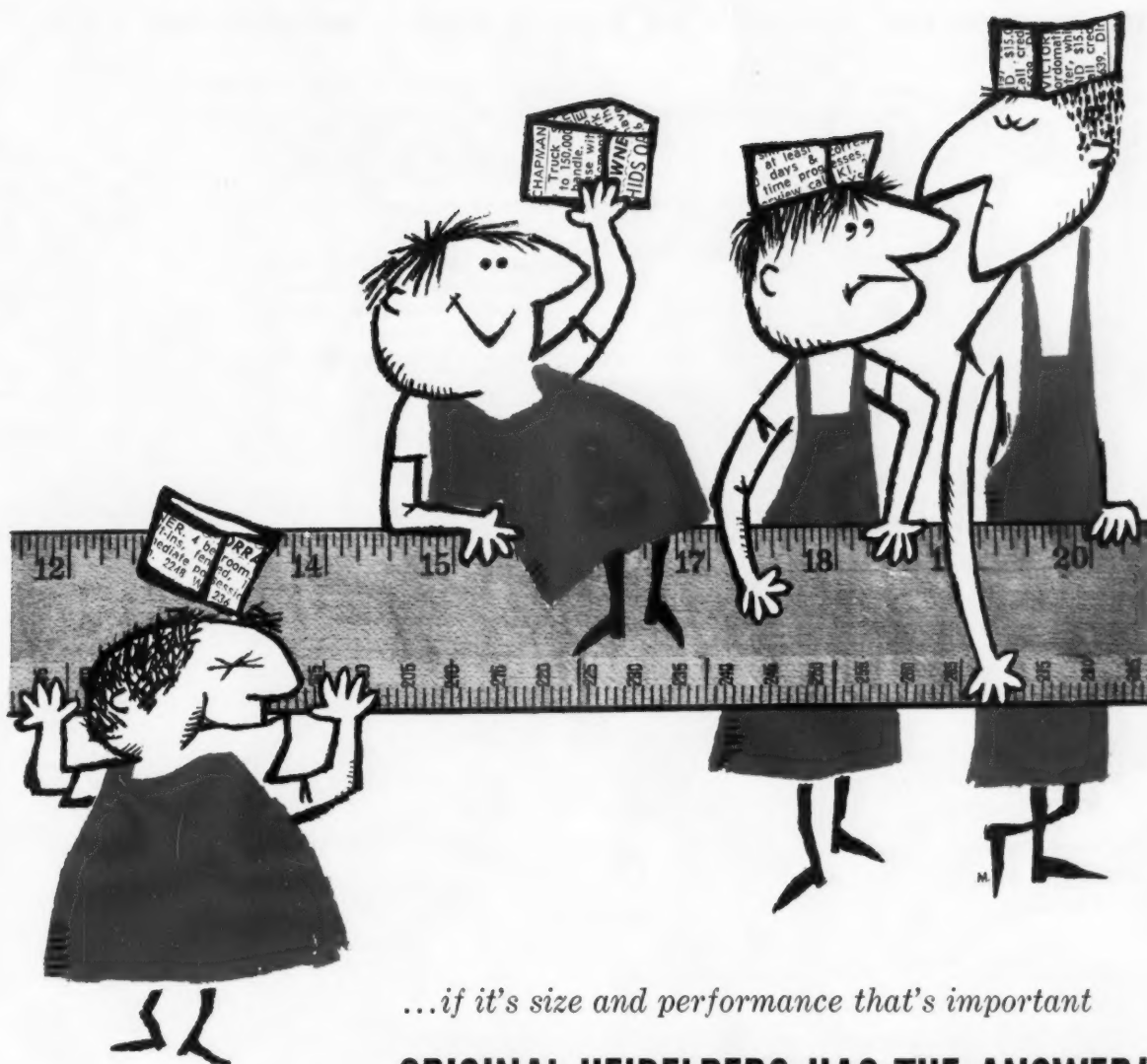
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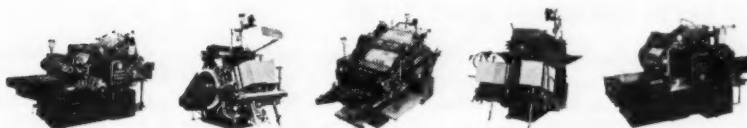
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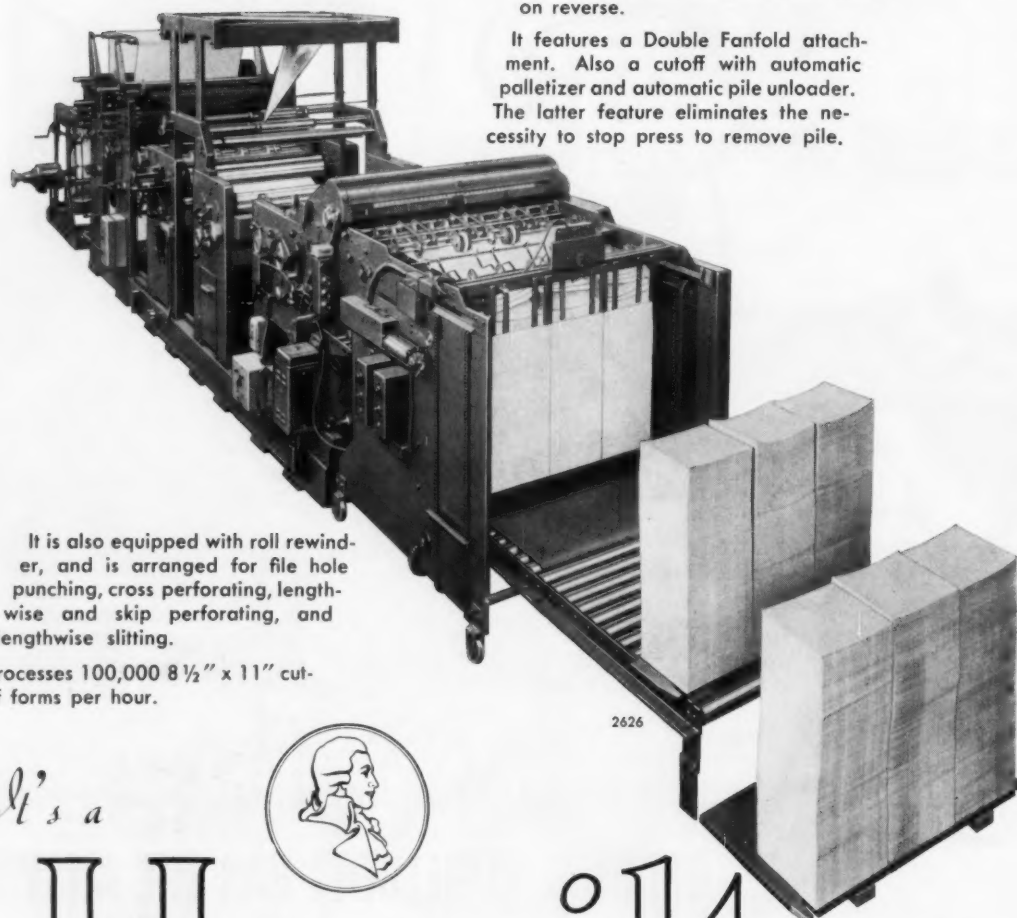


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THE HAMILTON TOOL COMPANY • 900 HANOVER STREET • HAMILTON, OHIO • U.S.A.

Illustrated here is another of our recent press deliveries. This one is a rubber plate press with cylinders of 17" circumference by 36" wide. It prints two colors on face of web or one color on face and one color on reverse.

It features a Double Fanfold attachment. Also a cutoff with automatic palletizer and automatic pile unloader. The latter feature eliminates the necessity to stop press to remove pile.



It is also equipped with roll re-winder, and is arranged for file hole punching, cross perforating, lengthwise and skip perforating, and lengthwise slitting.

Processes 100,000 8 1/2" x 11" cut-off forms per hour.

It's a



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Annual Popularity Contest

Choosing the best-looking new calendar is a pleasant and familiar event all over America. Once on the wall, the calendar has a selling career that lasts a year. Although there is no accounting for different tastes, successful calendars owe much of their popularity to exciting, full-color reproduction. And in this, paper plays a leading role.

Oxford Papers are used by the best printers and lithographers. There are 25 different grades for color reproduction. For helpful advice on papers for color printing, call your nearby Oxford Merchant or write our nearest office.

Oxford Papers
Help Build Sales



OXFORD PAPER COMPANY

230 Park Avenue, New York 17 ★ 35 East Wacker Drive, Chicago 1

PRINTING PAPERS FOR BOOKS, MAGAZINES, COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING

This insert is a sample
of the offset results
you can get on



FENWICK OPAQUE OFFSET is a new Oxford Paper expressly made to meet today's more exacting requirements for full-color offset reproduction. It is a premium quality paper, noticeably higher in brightness and opacity than standard offset papers. It also embodies other qualities including dimensional stability, uniform ink receptivity and high bond, that are necessary to insure optimum printing results and economical performance on modern high-speed, precision offset presses. Available in either smooth or vellum finish.

WESCAR OFFSET and RANGELEY OFFSET (companion grades manufactured at the West Carrollton and Rumford Mills, respectively) are bright, white papers of high opacity, exceptional strength and ink receptivity. They have excellent bond and are free from lint and fuzz. Designed to insure maximum performance at high speeds, they are recommended for fine reproduction of halftones and multicolor process work. Wescar and Rangeley Offsets, white, are available in both smooth and vellum finish. Wescar Offset, vellum finish, is also available in eight distinctive tints — ivory, canary, French gray, tan, green, blue, pink, and golden yellow.

WESCAR SATIN PLATE OFFSET is a film-coated (pigmented) paper of high brightness and opacity with a dull satin finish. Designed for black and white or multicolor offset printing, it gives soft, pleasing results in clear detail through a maximum range of tone gradations.

WESCAR GLOSS PLATE OFFSET a companion sheet to Wescar Satin Plate, is also manufactured with a pigmented coating film, polished to a high gloss finish. It lends luster and detail to offset printing in either black and white or multicolor.

TWO VALUABLE AIDS: (1) The **OXFORD PAPER SELECTOR CHART** helps you select the right grade of paper for each job. (2) The **OXFORD PAPER COST CALCULATOR** quickly gives the exact cost per 1000 sheets for common weights and sizes of printing papers. Ask your nearby Oxford Merchant or write us direct.

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PRINTING PAPERS FOR BOOKS, MAGAZINES, COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING



NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

What's Ahead for '58? IP's Annual Forecast

1957 was most prosperous year in U.S. history, according to Commerce Sec'y Sinclair Weeks . . . predictors see '58 as year of early dip, then steady climb in latter months . . . In this issue, The Inland Printer presents its annual business forecast (See pages 35-49) . . . nat'l, city and state assn's, equipment and supply manufacturers present look into the future.

Hope for Tax Cut Dim As Gov't Spending Jumps

Pres. Eisenhower's increased defense budget seems to throw tax cuts out . . . some Congressmen want to cut taxes to boost spending, lay groundwork for elections in Nov. . . . seems unlikely now. Corporate and excise taxes probably will continue as is.

New Congress Likely To Boost Postal Rates

Postal rates to be raised, say Washington economists . . . New session of Congress to grant blanket boosts . . . Postal workers to get pay raise, will nullify gains from increased rates . . . look for big jump in newspaper, magazine, circular rates . . . letter and air mail rates to go up. Increase likely about July 1, maybe sooner.

Five-Year Forecast

Profits will rise 57.8% over present levels by 1962 say presidents of 109 companies . . . Dun's Review quotes top executives who see sales up 34.1%, invested capital to rise 27.2% and number of employees up 15% in next five years.

Fairchild Graphic Buys Teletypesetter Corp.

Teletypesetter Corp. bought by Fairchild Graphic Equipment, Inc., according to Jan. 13 announcement by J. A. V. Hyatt, Fairchild vice-president and general manager . . . purchase includes inventory and tools of Teletypesetter whose plant and personnel in Chicago will be used temporarily until operations are integrated with Fairchild's . . . service to Teletypesetter customers will be continued by Fairchild.

Printing Production Workers Top 460,000

Number of production employees in printing, publishing over 460,000, according to Census of Manufacturers . . . 315,000 work in commercial plants, newspapers . . . reports show half of total are union members.

(Over)

THE INLAND PRINTER for January, 1958

THE INLAND PRINTER
for

NEWSLETTER

(Continued)

Linotype Co. to Remain In New York City Area

Mergenthaler Linotype will keep its Linotype-Davidson Division on Long Island within 50 miles of NYC . . . welfare of employees, economic factors changed earlier decision to move westward. Matrix, administrative, research divisions will remain at 29 Ryerson St., Brooklyn. Linotype now has 2,500 employees.

Tax Tranquilizers To Stop Headaches

Helpful hints on filing income tax returns for '57 . . . Two publications available . . . "Your Federal Income Tax," "Tax Guide for the Small Businessman," your local tax taker has them; write Bureau of Internal Revenue, your city . . . Booklets are 35¢ each.

New Miehle 19½x25 Press

First Miehle 19½x25 offset press being demonstrated in Chicago this month . . . claimed speed is 7,500 iph . . . see page 78 for details.

Action to Aid Small Business Coming Up

Two bills coming up to aid small business . . . proposed by Sen. Sparkman . . . one to set up privately-owned investment companies to invest money in small firms . . . second would encourage banks to make short, intermediate term loans to small business under insurance program of Small Business Administration.

Use of Color Credited For Rise in Press Sales

Increased color in newspapers credited for gains in printing press industry . . . Wood Newspaper Machinery Corp. shows volume exceeding \$7-million for '57 against \$5½-million for '56 . . . R. Hoe & Co. noted rise in volume of over \$2-million from previous fiscal year . . . manufacturers expect '58 to be as good or better than '57.

SBA Plant Booklet

"Principles of Plant Layout for the Small Plant" is new booklet by Small Business Administration . . . outlines steps in planning plant for efficiency, economy . . . write SBA, Washington 25, D.C.

Electronics for Printers

Images of printed material recently transmitted over 1,000 miles without relay by RCA . . . high frequency radio signals used in new experimental process . . . small example of electronic developments affecting printing business.

Photo Timing Device

New photo developer timing clock automatically speeds up, slows down, depending on temperature of developer . . . produced by Eastman Kodak.

WHAT'S AHEAD for '58?

While 1957 sales volume was expected to exceed 1956, some leveling off is anticipated for early months of '58. Tougher competition, lowering profits face printing industry

The printing business generally seems to have been quite good last year, may even have topped 1956 figures when the totals are in. There seems to be doubt among some leaders of the graphic arts that the early months of this year will have a sales volume paralleling 1956 or 1957. There is some evidence of a leveling off in industry generally, and that condition may be reflected in printing sales.

Competition in the printing industry is getting tougher, many association leaders say, and the tougher it becomes, the less likely printers will find it possible to achieve a good profit percentage, or to maintain the 1957 figure.

The recent cutback on government defense orders and commitments has had a deleterious effect in some sections. In the Los Angeles area, for instance, printing sales dropped materially in November because of layoffs in the aircraft industry. In De-

troit many printers depend upon the automobile industry to a considerable extent. In other sections of the country, economic conditions take a dip either because of extended droughts or, conversely, floods.

The manpower supply in the printing industry appears to have eased considerably in the past year, and few if any areas anticipate any trouble getting enough skilled help in 1958. In many cities overtime has been eliminated.

The Russian Sputniks may also have a bearing on future economic conditions, since anticipated increased government spending may have a tendency in the latter months of this year to affect printing sales generally.

While the 1958 outlook is not as bright as many would like to see it, most printers look forward to an active and progressive year. Here are some pertinent opinions:

Printing Industry of America, Inc.

Total printing sales in 1957 were greater than in 1956, according to a survey conducted by the Printing Industry of America, Inc. Due to increased costs,



Col. H. R. Kibler
President



Bernard Taymans
General Manager

profits will be about the same as last year. Looking ahead to 1958, the general opinion in the industry is that early 1958 sales will be slightly under the same period in 1957.

Almost without exception, the companies reporting in the survey foresee cost increases in 1958 over 1957. Many feel that, through sound management practices, there is a possibility of holding the line on the profit picture in 1958, although a goodly number anticipate that 1958 will be a year of lower profit due to highly competitive business conditions.

The international situation is not expected to affect, in any important way, conditions in the printing industry. Throughout the industry, however, increased tough competition is reported. The slack evident in some areas of general

(Turn to page 94)

Lithographers National Assn.

While 1957 started out with a heavy flow of business, the third and fourth quarters showed substantial signs of weakening. In comparison with 1956, which was one of the largest years in the history of the lithographic industry, financial reports for the last quarter of 1957 must exceed expectations in order that 1957 will equal the 1956 dollar volume. In other words, it would appear that 1957 will fall slightly below 1956 in dollar sales volume and several percentage points below 1956 in tonnage of paper converted or manufactured by the lithographic industry. This year is still questionable in terms of forecasting lithographic volume.

Undoubtedly, the international situation, the Sputniks, missiles and rockets all will, in a sense, determine lithographic volume in so far as they affect the over-all economic pattern. If the missile and the rocket development program are stepped up to a quasi-emergency basis, undoubtedly-

(Turn to page 94)



Carl N. Reed
President



Oscar Whitehouse
Executive Director

National Association of Photo-Lithographers

This is the time of the year when management takes inventory of past performance and determines its future effort. The lithographic industry does not operate in



Otis E. Wells
President



Walter E. Soderstrom
Exec. Vice-President

a vacuum; its life blood depends on our over-all economy. Both sales and profits should be higher for the year 1958 in plants equipped with modern up-to-date equipment, manned by the best craftsmen available, where press crews turn out a reasonable quantity of quality lithographed sheets.

Whether the industry operates on a peace or war economy, every lithographer, if he hopes to keep up with the fast moving lithographic parade, should know cost and production standards for his own plant.

The lithographer should also know why it is necessary to place a reasonable mark-up on materials and outside work. He ought to know these things, not only as they apply to his particular plant, but

(Turn to next page)

more importantly how they relate to the competition in his own area.

Yes, it's inventory season, a time when every plant owner should thoroughly analyze his own operations, utilizing whenever it is possible both local and national trade associations which normally are available for this kind of service.

Many plants may not surpass the years 1956 or 1957 so far as sales volume is concerned; however, many will determine that their 1958 profits will be the highest in their history.

Research and Engineering Council Of the Graphic Arts Industry, Inc.

Because of the tightened money market during 1958, the need will become more acute for producing better products at less cost. We have noted that an ever increasing number of people are taking a hard new look at their operations, cutting out nonessentials, taking short cuts, and doing everything possible to cut down costs; at the same time, they are doing



Felton Colwell
President



Robert E. Rossell
Managing Director

everything they can to improve the quality of their product.

Members of the industry are becoming increasingly aware that they cannot continue to make money by clinging to the old "tried and true" methods. That is not to say we will forget all that the past has given and taught us, but that we will have to be alert and to have open minds in order to take advantage of all the things that the present and the future offer.

We believe the year 1957 was a great turning point. Because of the tremendous psychological impact connected with the launching of the first earth satellites, the entire nation has been jarred out of its lethargy. The word "research" has finally come to be regarded with all the respect that its implications merit.

Just as the defense of America depends upon technological research, so does the economic defense of the graphic arts industry depend upon technological research, and we believe this knowledge soon will hit home.

For this reason, we predict that because of increased, industry-wide support of research, the year 1958 will bring a great spurt in technological advances. In turn, this will help give us exactly what we needed this year and every year, a better product at less cost.

International Association of Printing House Craftsmen, Inc.

All industries will intensify their selling efforts in 1958, especially those in the manufacture and distribution of consumer goods and those dealing with consumer services. This is a logical step to offset the squeeze on profits recorded last year and in line with the tightening economy situation. Increased sales efforts will be implemented by larger advertising budgets. Advertising is mass selling and is the least expensive means to make sales.

Printed advertising will receive an increased portion of the advertising dollar because of recently announced sustained capital expenditures. Anticipated wider use of direct advertising, new developments in packaging, and the continuing vast consumption of books and magazines by the public, all point to favorable volume in graphic arts industries during 1958.

All of these trends offer a great potential market for the progressive printer and lithographer specializing in the production of promotional material.

The significant upward trend of membership in the International Association of Printing House Craftsmen could well indicate a serious interest on the part of industry executives to acquire and apply improved techniques which result in lowering plant production costs. This activity should brighten profit possibilities. In any commercial printing establishment, profits are still made or lost in the production departments.

Direct Mail Advertising Assn., Inc.

The direct mail industry faces 1958 with confidence and optimism, following a record-breaking volume of business in 1957. As markets



Arthur E. Burdge
President

grow bigger, and more costly to cover on a national level, the opportunities for direct mail promotion become greater. As one of the major advertising media, direct mail volume for 1956 amounted to \$1,622,000,000. Throughout 1957 the trend was upward, from 5 to 8 per cent, and when the 12-month total for the year is compiled, a new record will have been set. We are confident that the 1958 volume will establish a new record from more and more national advertisers in-



Ferd Voiland, Jr.
President

creasing their use of direct mail. At the Direct Mail Advertising Association we are in an excellent position to see the growth in direct mail's use. During the past year many of the biggest advertising agencies have established or expanded their direct mail departments. Much of this growth is due to the consistent work of the association, through its library, annual competition of direct mail campaigns for awards, cooperation with and sponsorship of direct mail days.

American Paper and Pulp Assn.

The paper industry experienced an easing of demand for its products in 1957. As a result, production, which had advanced to a new high in each of the four years preceding decreased to 30.7-million tons. Although this was approximately two per cent less than in 1956, it nevertheless represented the second best year in the history of the industry.

The dollar volume of sales in 1957 was also well maintained as a result of moderate price increases, and amounted to about \$10.5-billion, which is within one per cent of the value of shipments for 1956. However, while production and sales were relatively well maintained, the combined effect of rising transportation, labor and material costs, and under-utilization of the industry's increased capacity to produce, was to reduce the industry's profits by about 18 per cent.

The slackening in demand experienced by the industry throughout 1957 began in the latter months of 1956 when it be-



David L. Luke, Jr.
President



Robert E. O'Connor
Executive Secretary

came evident that inventories in the channels of distribution were rising to the point at which the placement of orders by purchasers would be reduced. The subsequent adjustment of inventories was completed by September for the manufacturers of containers, and mills producing board were again operating at a high rate in the fall of the year.

Manufacturers of paper did not experience a similar increase in demand, but it is generally believed that consumer inventories are no longer excessive, and that any increase in over-all demand would be promptly transmitted to producers.

With regard to 1958, it now appears that the over-all economy will experience a resurgence in the latter part of 1958.

—JOHN H. VOGEL, Economist

National Association of Printing Ink Makers

Our latest figures for 1957 run up to October which set an all-time record for dollar sales of printing ink. Pound sales



Fred A. Weymouth
President



Herbert B. Livesey
Executive Secretary

were in second place. The average price of ink is rising but this is due not to increased prices but to increased purchases of lithographic inks which have a relatively higher per pound price. We expect that sales per pound and sales per dollar are slightly higher than 1956, but profits, we regret, are lower. The international situation in 1958 will affect us only as it affects general business.

With the current concern over the missile production and the recent words of President Eisenhower, it would appear that there is little chance for reduction in taxes. We hope they will not be increased.

We find that common labor is adequate. There is some overtime but less than in the preceding years. In the skilled technical fields we seem to be obtaining our share.

We have a very difficult problem which has been with us for many years, and that is an adequate price for our services. Our Cost Committee time and again has proved to our satisfaction that a special match of ink ranges in cost from \$9.52 to \$12.76. How to recover this is one of our problems.

Screen Process Printing Assn., Int'l

We in the silk screen process business are hoping that advertising budgets will not be affected in 1958 since a big volume of our work goes into point-of-purchase and outdoor material. The plants producing products not connected with advertising are carefully watching their costs so as to remain competitive.



A. L. Troxel
President



Robert H. Blundred
Executive Secretary

The majority of our plants in every phase of the industry's production realize that competition is extremely keen at this time. Therefore, the increase in wage and material costs is reducing profits so that it is necessary to look for improvements in manufacturing techniques for productive equipment that will turn out more pieces of a better quality product than ever before.

One question then becomes basic: Is the rapid growth enjoyed by the silk screen industry from 1947 to date likely to continue? We believe we can reasonably expect it to do so. This conclusion can be justified by the favorable outlook as far as developments in equipment and materials are concerned.

New outlets for screen process will open as a result of research and hard selling, along with more buyer information and consumer education on the use of screen process. New products resulting from the greatly stepped-up activities of the past decade are now being put into general use and should soon become familiar to advertisers, manufacturers and the industry in general.

National Paper Trade Association

Merchants selling fine papers can be reasonably sure that the volume of business they transact in 1958 will be about on a par with the general economic level. The volume of printing and writing papers has risen or fallen at about the same level as the national economy in past periods and may be expected to continue this trend next year.

Probably the volume in 1958 will not be much different than in the year 1957 which was slightly lower than 1956 in dollar sales and even somewhat less in tonnage sold. We suspect that with volume of business slightly off, a highly competitive market, and rising wages and salaries in 1957, the earning ratio for 1957 will show an appreciable drop.

Considerable progress has been, and is being made in the distribution of fine papers due to improved carton packaging and palletizing methods. In the last fifteen years, however, the expense per ton of storage and warehouse handling has more than doubled despite this modernization. The failure to realize the expected benefits arises from the large number of broken units purchased by members of the paper industry.

Since both the printer and the merchant have a stake in the price at which paper is sold, their combined efforts to solve this problem will be mutually beneficial.



E. J. Petrequin
President

International Association Of Electrotypers and Stereotypers

When the figures are tallied, 1957 duplicate plate sales will compare favorably with those of 1956. Increased costs of



Walter C. Deye
President



Floyd C. Larson
Executive Secretary

labor, not entirely recoverable, have resulted in a squeeze of profits.

The last quarter of 1957 was slow and this soft spot may continue on into 1958. We do not expect a serious recession in 1958 but rather a leveling off. We anticipate that business will improve during the latter part of 1958. This year should equal 1957 but an economic boom is not anticipated. Vigilance towards reduction of costs, constantly striving for product improvement and a greatly intensified sales effort are in order since 1958 will be an extremely competitive year.

Manpower has been a critical problem over the last decade in the electrotyping industry. Apprenticeship clauses in contracts have kept labor in short supply although our needs have grown with the economy. This has been partially alleviated by modern processes and some contractual adjustments. Unfortunately, the rate of productivity has not kept pace with wage increases and the shorter work week. We need new automatic equipment particularly in our finishing departments. A closer knit coöperation between labor and management is vital to meeting the challenges of the future.

Gravure Technical Assn., Inc.

While gravure has made remarkable progress during the last ten years, in our opinion it will make even greater progress in the coming ten years.

Beautiful printing ranging from monochrome to four-color process and many special colors, done inexpensively on com-



T. J. Stultz
President



Edward S. St. John
Executive Secretary

mon newsprint, the better coated stocks and many other materials, makes gravure unique in its field.

The awareness of this fact is spreading steadily through industry and is making gravure an outstanding "growth" process well beyond its originally conceived use, which it serves so well in the publication field.

This rapid expansion has brought on and will continue to bring on growing pains in production facilities and the need for greater accomplishments in standardization of methods and materials.

It also has intensified research efforts greatly. We must use machinery, printing surfaces and ink as efficiently as possible to overcome increasing unit labor costs with a view to accommodating our constantly broadening market at the lowest possible cost.

American Photoengravers Assn.

During 1957 the American Photoengravers Association awakened all segments of the letterpress industry to the basic necessity for an integrated research and development program.



R. C. Walker
President



Frank J. Schreiber
Executive Secretary

The Letterpress Research Committee at its meeting on September 19, 1957, appropriated \$20,000 from the monies made available to it by the various letterpress trade associations. A contract was signed to proceed with a study of where the letterpress industry stands today, and to develop a plan to improve letterpress via research.

By establishing a functioning Letterpress Research Committee composed of capable men from all segments of the industry, and financed in a substantial manner out of the respective letterpress association treasuries, it is felt that a sure start toward the establishment of an overall, large letterpress research and development organization has been created.

Photoengravers generally are quite optimistic for 1958. The theme of their 61st annual convention stressed quality and brought to their attention improved procedures. Many new ways of manufacturing photoengraved products were presented and interest was exemplified by "standing room" attendance at many of the convention business sessions.

This will be a "hard sell" year, but one of ample volume and fair profits.

Advertising Typographers Assn. Of America

We have the foundation for a healthy economic climate in 1958—if we don't



Harvey Willens
President



Walter A. Dew, Jr.
Executive Secretary

talk ourselves out of it. Many in the graphic arts industry have been genuinely hurt in the latter half of 1957. But this substantial "hurt" is often the result of a small drop in volume. Although we have been searching all avenues to cut costs for the smaller volume, the one important cost, labor, is becoming less of a variable expense, and more of a fixed expense. This is true not only of the hourly wage rate, but even the number of men in our plants has become somewhat inflexible. Whether this is due to a feeling of moral responsibility to our employees and their families, or whether it is a fear of permanently losing our better craftsmen through reverse seniority lay-offs, we tend to postpone the adjustment.

Thus by making our prime cost inflexible, the small drop in volume cannot be matched by a comparable drop in expenses. Consequently, a small drop in volume may easily change profits to losses, instead of merely being matched by a small drop in profits. This dilemma has no easy solution. We should recognize the "pain" as a result of an inflexibility to react, rather than a magnification of a normal economic adjustment. This may help us avoid talking ourselves into the "bottom falling out" or the "beginning of end." We can then concentrate on the healthy potential waiting for us in 1958.

Southern Graphic Arts Assn.

Printing volume increased in the South in 1957, although profits showed a slight decrease. Material and labor costs con-



Charles E. Kennedy
Executive Secretary



J. Tom Morgan
President

tinue to rise, labor costs faster than some printers were able to increase their prices. In some areas of the South the increased volume of printed matter has been caused by new industry building plants and moving in this area. Many printers feel that 1958 will be a good year and have backed up their thinking with plant expansions and new equipment.

The Southern Graphic Arts Association is definitely opposed to any increase in postal rates, especially for third-class mail. At its annual convention in Mobile, Ala., last April, the association adopted a resolution against such an increase and many members sent telegrams to Congress and the Postmaster General to that effect.

Although the manpower situation has improved slightly, skilled craftsmen are still in short supply. Obviously, more effort should be placed on recruitment and training.

The problem of recruitment and training of young men will be one of the main topics at the 1958 annual convention when the association meets in Louisville next May.

Business Forms Institute

It would appear that members of the Business Forms Institute during the year 1957 experienced a small volume of increased business which was principally



R. S. Daugherty
President



H. M. Meloney
Executive Director

reflected in a larger number of orders, but no greater profits due to the necessity of meeting increased costs.

There appears to be no substantial reason to believe that 1958 may not parallel the past year in most categories. There seems to be no reason to believe that any vital change is either imminent or that any marked change, either up or down, is probable during the new year.

The business forms industry in 1957 again relied chiefly on its creative talents to initiate "hand-tailored" forms wherever and whenever needed for American business and industry. Its success as a key industry is believed due in great measure to its adapting itself to the requirements of its highly varied clients. It is growing more obvious that business forms are a highly specialized enterprise which, in 1958, will develop new business as well as keep its old because it is always alert to pour particular skills into producing a

quality product to meet an average or special need.

It is important, the BFI feels, that the business world is becoming much better acquainted with the importance of what was almost taken for granted. Business forms are carefully devised systems to conserve assets by implementing the means to keep close watch on them and on other key income and outgo. It requires skilled workmen to produce such forms and systems, and it may be expected that such men will be in short supply in 1958 as they were in 1957.

Book Manufacturers' Institute, Inc.

The 1957 general business picture showed a larger dollar volume with profits less than in 1956. We foresee a greater volume for 1958. The international situation will not necessarily affect our segment of the economy. Government procurement will generally increase.

This association opposes the attempt to raise postal rates. We feel that there should be a general investigation of the inequities presently existing.

Manpower is a real problem in the industry. The reasons are a lack of steady year-round employment, and little or no educational facilities where skills are required.

We firmly believe that the industry needs research and more research, not only as to machinery and supplies, but also in the fields of storage, handling, packaging and shipping. These are all problems to be solved.

Our programs for 1958 include joint meetings with the American Textbook Publishers Institute and the National Association of Textbook Directors to explore new materials, tests and possible revision of state specifications, which should result in better textbooks. This committee has already held a meeting in Jackson, Miss., which prepared the way for a larger meeting in Texas late in January.

The Storage, Packaging, Handling and Shipping Committee is tackling one of the largest problems in the industry, and will make recommendations.

The institute will take an active part in letterpress and other research in coöperation with the suppliers to the industry. Also, studies of various problems of industrial relations will continue.



John Phillips
President



Malcolm H. Frost
Executive Director

International Graphic Arts Education Assn.

Education adds value to what printing industry management, labor, and your community has to sell. Education takes



Howard Massman
President



Samuel M. Burt
Executive Secretary

place daily in your plant as well as in the schools of your town.

International developments of the past year have focused attention upon obvious technical and scientific educational achievements behind the iron curtain. We believe that the year 1958 will find print-

ing industry representatives, along with other leaders in American business and industry, seriously studying walls of apathy, misunderstanding, and prejudice which have often risen between our schools and the business and industry of the community.

We believe that many school, management, and labor leaders who have operated on a "go-it-alone" plan will decide that this policy must "go out the window" in 1958.

Our industry is fortunate that foresighted individuals have given us the structure of the Education Council of the Graphic Arts Industry, Inc. with its Washington, D.C., office, through which employers, labor and school groups may work with proper help and guidance.

The International Graphic Arts Education Association works very closely with the Education Council. We look forward to a very active year in which the graphic arts education personnel in our schools may better coöperate our efforts with the industry for improved recruitment, selection, and training of personnel.

Theme of PIA Presidents' Parley Is "Forward Look in Printing"

Printing Industry of America's fourth Presidents' Conference for Top Management, scheduled for Jan. 27-31 at the Biltmore Hotel in Palm Beach, Fla., will devote itself mainly to "The Forward Look in Printing." Such topics as "How Much Can We Afford to Grow?" and "What and to Whom Shall We Be Selling?" will attempt to lift the curtain on the future for printing management.

One session will be on "Planning Now to Use the Machinery and Methods of Tomorrow" and will be coupled with another session on "Planning Your Future Work Force." The conference will also include a planning session on "Easing the Pressure—More Mileage Out of Your Time."

Among the speakers at the conference will be PIA's president, Col. H. R. Kibler of W. F. Hall Printing Co., Chicago; former Research Council president Frank Pfeiffer of Reynolds & Reynolds Co., Dayton, Ohio, and PIA secretary Charles Schatvet of Guide-Kalkhoff-Burr, New York City. Paul Lyle of Western Printing and Lithographing Co., Racine, Wis., will head a panel of technical advisers. Also scheduled is a special session for wives.

The conference program has been planned to allow adequate time for seminars and personal discussions and free time each day for recreation.

Full details, fees, and other information on the conferences may be obtained from Arthur L. Johnson, Director of Management Services, Printing Industry of Amer-

ica, Inc., 5728 Connecticut Ave., N.W., Washington 15, D.C.

APPA-TAPPI Meetings Scheduled for February

The American Paper and Pulp Association's 81st yearly convention and the Technical Association of the Pulp and Paper Industry's 43rd annual meeting will run their courses during February's third week in New York City.

APPA and its 14 divisions, including the American Writing Paper Association, will stage their sessions at the Waldorf-Astoria. Feb. 17 is the official opening date but some meetings are timed for Feb. 16. The all-industry meeting and annual banquet are dated for Feb. 20.

TAPPI's Feb. 17-20 program calls for a new high of 33 sessions in the Hotel Commodore. For the first time some of the technical meetings will have to be held in two other hotels. Feb. 20 is the date for the annual meeting leading to a banquet featuring presentation of the association's medal recognizing the recipient's contributions to the advancement of technical knowledge benefiting the industry.

Featured at the Feb. 18 program at the Waldorf-Astoria will be the annual luncheon sponsored by the Salesmen's Association of the Paper Industry. Facing the problems of 1958 is the topic due for discussion by Walter E. Hoadley, Jr., treasurer of Armstrong Cork Co.

Associations Have Mixed Emotions for '58

- Some regional association leaders optimistic, some pessimistic, still others uncertain on the future
- Complete awareness to material and labor costs is a must to maintain sound profitable operation
- Conditions of general business will control volume and profit of printers throughout the country

NEW YORK CITY

New York Employing Printers Assn.

The trend in dollar volume of printing sales in the metropolitan New York area in 1957 as usual paralleled the trend of general business. Although the volume of sales for the year as a whole is approximately seven per cent over that of 1956, the percentage of increase by quarters



Robert L. Sorg
Chairman of Board



Don H. Taylor
President

throughout the year steadily declined. Sales for the first, second and third quarters were up 13.5, 10, and 5.4 per cent, respectively, over the same quarters of 1956. It is anticipated that fourth quarter sales will show a slight improvement over 1956.

Maintenance in 1958 of the sales volume of 1957 obviously will depend on conditions of general business. However, it appears likely that the industry's present relatively high level of business will continue during 1958, with the profit squeeze certain to be one of '58's major headaches. With the profit level of the industry inadequate during the past several years of rapidly increasing volume, a leveling off of business during the coming year would confront management with an even more difficult problem in its efforts to improve the profit picture in the industry.

A major factor in the industry will be the attitude of the Congress on requests for blanket increases in postal rates. New York will make every effort to get across to its representatives in Congress the inherent unsoundness of the Post Office Department's rate demands, and their threat to the operation of small business generally and the printing industry in particular.

The industry as a whole continues to cooperate extremely well in collective programs of training for shop and office. The trend toward multiprocess operation con-

tinues strong, and there is a distinct movement toward mergers and consolidations as methods of strengthening sales and reducing operating costs.

KENTUCKY

Louisville Graphic Arts Association

Louisville's printing industry continued to expand in 1957. Sales volume figures are not yet compiled but we expect an advance over 1956 figures.

Printers are not as optimistic of the 1958 volume as they were of the 1957 volume at this time last year, but a guess is that Louisville's geographical location, growth of local industry and movement of industrial firms into our area will boost our printing volume in 1958.

Average profit for several years has not been up to the national average. Louisville continues to lag behind by the same percentage each year.

Employment has been fairly stable during 1957 with the demand exceeding the supply during the first eight months of the year. The average age of production personnel is too high but the association has developed an Industry Education Advisory Committee which will help to alleviate this problem in time.



William H. Gary
Executive Director



Harold W. Braun
President

Louisville's printers have indorsed the NAM five-year tax reduction plan and the Satellite bill and are firmly in favor of more economy in government, but are not desirous of weakening our military strength to gain a tax cut.

Printers locally are not opposed to a postal increase as such, but are in favor of the Senate and House of Representatives establishing a postal policy which would require non-mail services to be paid from Congressional appropriations.

After this policy is established, postal needs could be determined and if an increase were then found to be necessary Louisville's printers would not oppose it.

PENNSYLVANIA

Printing Industries of Philadelphia

We enter 1958 with mixed emotions. Some of the larger firms in our association are optimistic about 1958 and what it holds, while on the other hand, other large firms are decidedly pessimistic. This also holds true for the small- and medium-sized firms among our members.



Arthur H. Kinsley
President



Noel Rippey
Executive Secretary

In general, our members report that business in 1957 was as good, if not better, than business in the preceding year. Very few firms in this area seem to feel that there was a business decline during 1957. Some firms report a backlog as good as 1956; also there is substantial percentage of member firms reporting a smaller backlog.

We expect business in 1958 to be as good or better than the past year. The proportion of firms forecasting a decrease in gross volume is relatively small.

TEXAS

Dallas Graphic Arts Assn.

The Dallas story in printing and allied industries is one of optimism based on sound, steady expansion to meet the demand of a rapidly growing area. Each year, during and since World War II, the industry has maintained a steady increase in its dollar volume of business. There is



James G. Nichols
President



Cecil M. Burden
Executive Secretary

every reason to anticipate a continuation of this trend.

Old machinery has been replaced and additional facilities provided. Many companies have added offset equipment and enlarged their binderies. The resulting high depreciation rates push profits below the national average, and the expected continuing demand for additional printing facilities may keep percentages of profits down during the next year or more. This factor, plus increasing wage rates and material costs constitute a real challenge to management.

THE CAROLINAS

Printing Industry of the Carolinas

Members of the Printing Industry of the Carolinas enjoyed good business in 1957. Many reported it to be their best year. During 1957 many plants operated beyond maximum efficiency of personnel and equipment, and a decreased volume could conceivably mean more profit, with less overtime for which payment may not be received.

Thousands of feet of floor space have been added to plants during the year by new buildings; additions to present buildings and larger quarters clearly indicate considerable growth.

Looming large in the economic picture of the Carolinas are agriculture and textiles. The poor agricultural situation is well known. Textile markets have been more or less stagnant, so 1958 may see a shrinkage of printing volume. Our hope is that, irrespective of volume, the profit picture will improve.

The practically confiscatory tax laws leave almost nothing in surpluses with which to buy additional equipment or build floor space. A reduction in income taxes would serve to improve the general economy of printers, as well as other industry, and in the long run the national economy would be improved. PICA is conducting a strenuous campaign to effect such reductions by reducing unnecessary expenditures by government.

PICA has embarked upon an apprenticeship standards program designed to improve the quality of apprentices and their in-plant training. Combined with this will be a campaign to sell desirable high school graduates on printing as a rewarding trade.



William E. Cranford
President



Eugene H. Salmon
Executive Secretary

WISCONSIN

Graphic Arts Assn. of Wisconsin

Last year showed a growing dollar volume of printing in Wisconsin, rising progressively with the sales volume to 25 per cent over the figure of two years ago. Increased volume is anticipated in 1958, although probably not at the same rate of increase as in the preceding two years.



L. E. Oswald
President



David W. Jones
Executive Director

Adequate profit margins showed a greater improvement in our area in 1956 in relation to the national printing average, but was still slightly below this average. Considerable attention in 1957 was devoted to costs, improved production techniques and realistic selling rates, and any improvement in the profit margin in the coming year will stem from a continued emphasis on these factors.

Of signal importance in 1957 was the decision to build a million-dollar addition to the Milwaukee Vocational School to house principally an expanded printing department which will add lithographic training to the curriculum.

Progressive firms in our area are modernizing older equipment, installing more specialized units to serve their product market and expanding or moving to meet

greater space requirements. An increasing emphasis in multicolor work was noted.

Desired government actions in the coming year would include a realistic appraisal of postal rates, liberalization of the equipment depreciation factor, and a decrease in the corporate tax base which would lead to greater incentive and application of profits to expansion.

The principal problems facing the industry in our area are the continuing shortage of equity capital, the need for more skilled personnel, and the better evaluation and control of plant costs.

ILLINOIS

Printing Industry of Illinois

In any business forecast we hear too often from the prophets of gloom and doom. Little gloom is reported from Chicago and Illinois printers. As far as our records indicate, the printing dollar volume has been generally good during 1957. It has substantially exceeded both 1955 and 1956, despite some definite softening in the latter part of 1957.

Reports from printers in our area indicate that 1958 will be a better year for business than 1957. However, there is

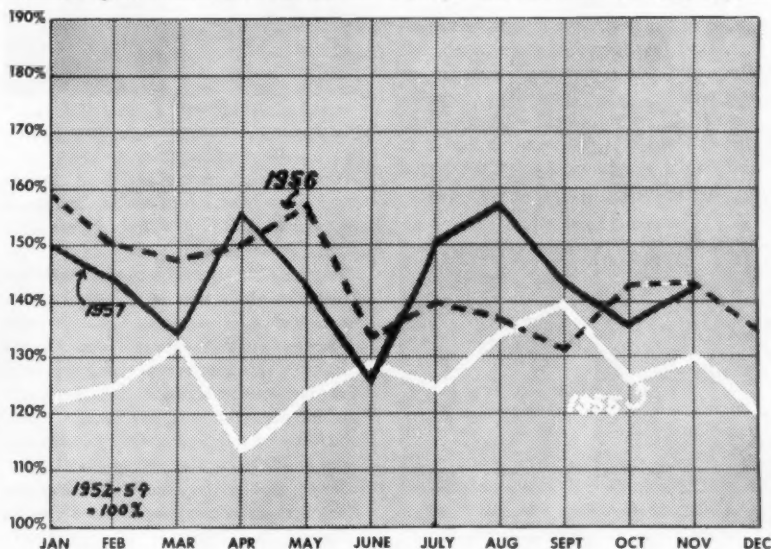


John H. Goessle, Jr.
President



James X. Ryan
General Manager

The Printing Industry of Illinois, Inc., now operating under its new general manager, James X. Ryan, issues a Printers' Sales Index for Illinois each month. The above chart was issued late last month; December figures available later. The base line of 100 per cent formulated from 1952-54 figures



some indication of a continued slow-down in the first few months of the year. Both population and industrial growth in this area lead us to expect a continued increase in our business. We feel confident that Illinois printers are in a strong position to take full advantage of this further expansion and growth.

We are hesitant to forecast an increase in the profit percentage in the year ahead. Our present figures show that our members are running a bit ahead of the national average.

Employment of skilled workers in this area seems to offer no problem in 1958 even though more printers have indicated plans to expand their activities. Printing and all other forms of business should have enjoyed a good year by the time 1958 draws to a close.

OREGON

Oregon Printing Industry, Inc.

We're trying to be optimistic about the near-term economic future of the printing industry, but there are certain facts we must face. Ours is primarily a lumber economy, and that industry has been hard hit this last year, with only slight evidence of a reversal of trend in 1958.

Business has not been as good this past year as in the two previous years, and some of our plants have had brief periods of short work weeks. Overtime has been reduced drastically and the manpower situation is not nearly as tight as it was.

Printing salesmen in the area have done a good job in view of the circumstances, however, and have been successful in creating some new work to replace that lost through reduced budgets of older customers. We are depending on this sales ability to make 1958 an average year, but, frankly, we have no idea how it will turn out. Our success will depend on our salesmen.

We feel that the printing industry is guilty of too much apathy on the subject of postal rate increases and that volume across the country will really suffer if unfair postal rates on printed products are legislated. We agree with PIA that Congress should first determine policy as to the public service aspects of the postal system before applying new rates.

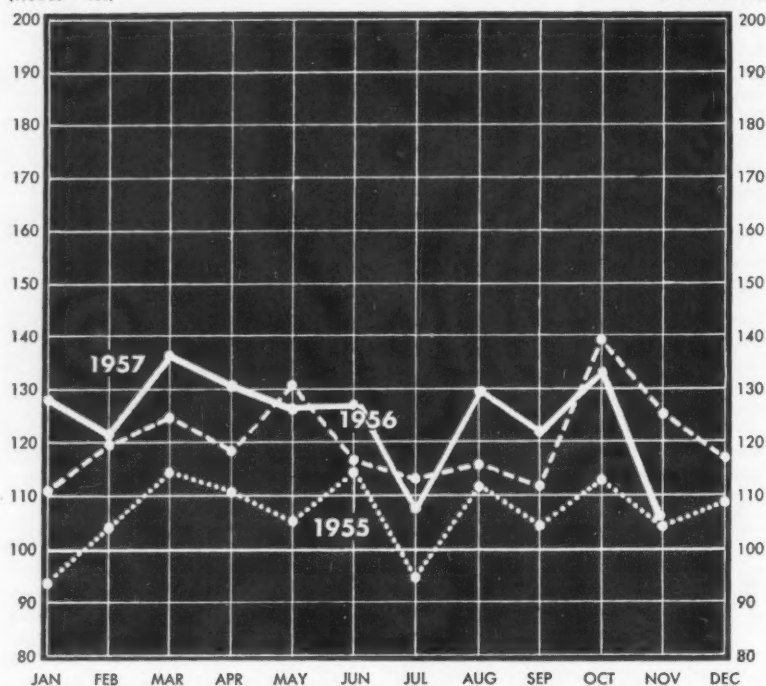


DeWitt Peets
President



Glen W. Cruson
General Manager

INDEX
(1954-55 = 100)



The Printing Industries Association of Los Angeles issues a monthly sales index for the printing industry in its area. The thick line at 100 represents the base period 1954-55. Aircraft printing purchasing affects the amount of business in the graphic arts industry in the Los Angeles section

CALIFORNIA

Printing Industries Assn. of L.A.

The printing dollar balance in the Los Angeles area did not increase in 1957, as in the immediate past. The sales level is



Sidney James
President



Henry Henneberg
General Manager

yet quite satisfactory. The 1958 outlook is hard to predict because of the importance of aircraft printing that is being purchased in our area.

At present, there are more workers available in this area with a lessened demand for their services. There is little overtime being worked. None of the plants in this area are working less than five days per week and expansion plans are moving forward slowly.

Net profit should remain about the same in 1958 because management is becoming more cognizant of cost factors and the necessity to operate their plants as efficiently as possible.

VIRGINIA

Virginia State Printers Assn.

The dollar volume in our territory has remained about the same during 1957 as in the previous two years. We think 1958 will follow much the same pattern.

The high cost of printing equipment prevents many plants from modernizing. Old equipment plus a shortage of competent help may tend to lower the already thin profit margin.

Competent help is still a problem. Very few shops are still working overtime but most are working a full five-day week. Some new letterpress equipment has been added but most of the new expansion is in the offset process.

We would oppose the government's drive for higher postal rates unless these rates were accompanied by more efficient handling of the mails and relaxing of the parcel post size and weight requirements.



D. M. Penny
President



Edwin O. Meyer
Executive Secretary

MINNEAPOLIS-ST. PAUL

Printing Industry of Twin Cities

The dollar volume of the commercial printing industry in the Twin City area during 1957 remained fairly constant with that of 1956 and we presume the same plateau will be maintained in 1958.



Harold L. Holden
President



A. F. Heavers
Managing Director

Although the percentage of net profit after taxes is slightly higher locally than the national average as shown in the PIA ratios, it is still too low a return on investment to encourage a risk of capital.

The lack of skilled help in all printing trade crafts remains a problem and will continue so long as the unions insist on restrictive apprenticeship ratios. We are on an industry-wide, 35-hour week in this area and that fact, together with the scarcity of trained manpower, necessarily results in considerable overtime which in turn is reflected in the profit picture.

We believe that the Federal Reserve discount rates recently lowered to ease credit will tend to stimulate the inflationary spiral and this coupled with an accelerated defense spending program contemplated by the Federal Government should insure the continuance of our present volume of printing, at least through 1958.

We further believe it is unrealistic to expect any changes in the present tax rates other than an upward trend and we heartily endorse the position PIA has taken regarding the perennial drive by certain forces in the Government to increase postal rates for specified users.

Lithography continues to increase its portion of the printing buyer's dollar and any plant expansion or new equipment buying, we feel will be predominantly in this field.

FLORIDA

Printing Industries of Florida, Inc.

Charles G. Mullen, Jr., President
Al Cody, Executive Secretary

Dollar volume in Florida has been generally good during the past year. It is up from 1956 and up again from 1955. We are in an expanding economy here and there is every reason to expect increases in the dollar volume for the industry as a whole.

Improving profits in 1958 is one job which can be done to some extent through

our organization of printers' associations, both on a local and a state-wide basis.

Generally speaking, the past summer was a healthy one so far as volume was concerned and many plants are running into overtime situations at present. Practically all of our members are expanding their plants.

The high income tax rates have made it difficult for plants to produce the earnings with which to maintain the expansion necessary to keep up with the state's economy. Any reduction in income tax would certainly manifest itself in more general capital investment.

It is also our opinion that our people would prefer to see adjustments in first-class mail rates with as much consideration as possible given to maintaining the historical position of bulk and second-class mail.

When effective printers' associations are established in the largest cities, common problems can be channeled into a state clearing house for disposition. Such matters are problems which can be more effectively handled on a state-wide basis.

OKLAHOMA

Printing Industry of Tulsa

During 1957 the printing dollar volume in Tulsa has increased over the 1955 and 1956 figures. The outlook for 1958



Frank Misch
President



David F. Bacon
Executive Director

shows an increase in the dollar volume for this area. Even with the national business slump which we had in 1957, the majority of our firms were operating on a full work week.

The net profit percentage in our area will be in line with the national average and will probably tend to be a little higher in 1958. The years 1957 and 1958 will both show a period of growth for the Printing Industry of Tulsa. New equipment and plant expansion have taken place in 1957 and will continue in 1958.

Our area, like other printing centers in the United States, is faced with the problem of maintaining qualified personnel. We are trying to solve this problem by an intensive program with our local high schools' vocational printing departments. The placement of more young people in our industry should be the goal of every segment of our industry. In this way we can meet the manpower needs of the future.

UPPER MIDWEST

Graphic Arts Industry, Inc.

The final figures for 1957 are not yet available but it appears that business is somewhat down compared with 1956. The prospects for 1958 are not too good. To some extent the economy of the upper



Clinton E. Johnston
President



Paul J. Ocken
Vice-Pres., Gen. Mgr.

midwest area, including the Twin Cities, is dependent on government farm policies and many industrial firms are dependent on military orders too. Car loadings are down from 1956.

Our members' net profit might be a little higher than previous years, because we have stressed closer cost accounting and efficient methods, but more can and must be done along this line in order to counteract increasing expenses.

There is still a strong demand for good help. Overtime has been reduced. All our members are working a full week. There has been a steady expansion of our members' plants and production facilities, especially in offset equipment.

We propose a more realistic depreciation and obsolescence tax schedule for printing machinery and equipment and a tax-free amount of profit to be set aside for future expansion and improvement.

Among our problems, we find that wages are too high in the Twin Cities as compared with other areas of the country. We are also operating on too short a work week. We have poorly trained employees, which is our own fault. We feel that there is also a perpetual squeeze between the cost and the sale price of the finished product and that printers themselves need to be better managers.

ARIZONA

Printing Industry Assn. of Phoenix

Irvin McGrew, President
Howard Wedel, Exec. Secretary

The dollar volume of commercial printing plants in the Phoenix area for the year 1957 will exceed that of the year 1956 and also 1955, with a further increase anticipated in 1958.

Increased population and industrial activity assures higher dollar volume next year, but the net profit will continue to follow the downward trend of the past three years. This is due to the advent of new plants, plus mounting labor and material costs. There has been a marked in-

crease in the number of small and medium plants during the past three years, and at least two new major plants will be active in the field early in 1958.

Scarcity of labor in all departments has resulted in much overtime production. No relief from this situation is foreseeable. No labor pool is available here and many above-scale situations are being maintained. All plants have operated five full days each week, many of them on overtime. Many plants have expanded their letterpress facilities, with the greatest expansion being in the offset field. This will continue in 1958.

GEORGIA

Printing Industry of Atlanta, Inc.

Prospects are for a good year for the Atlanta commercial printing industry in 1958. Proof of the prevailing economic climate in the local industry is that printing plant expansion is not moderating here. One of the largest letterpress and offset firms in the South commenced building in December a new plant which will be valued at \$750,000. Purchases of new printing equipment have been necessary to keep pace with the general economic advance, and Atlanta printers have continued to buy with confidence in the future.



George F. Longino, Jr.
President



Richard A. Stout
Executive Director

Business in Atlanta printing circles has been good during the past year, and total volume increased over the preceding year as it has done each year. The prediction is for another upswing in volume in 1958. The fly in the ointment is that net profits are down from 1956 and will probably decline further in 1958 due to increased labor and material costs.

Local thinking is that the successful printer must watch his costs closely in all departments and eliminate unnecessary expenditures; further, the printing industry is made up of small businesses and a change in the tax setup to allow \$50,000 or \$100,000 profit before application of surtax would permit needed expansion and modernization of existing plants; and finally, that something constructive is needed to alleviate the prevalent skilled manpower shortage.

A combination of unfavorable developments may have serious consequences. For this reason local printers oppose any increase in postal rates.

OHIO

Printing Arts Assn. of Columbus

We anticipate the early part of 1958 to be off slightly due to local industrial layoffs and to the fact that unemployment figures in this area are up. However, we expect a recovery upward in early spring.

Net profit percentages in 1957 will exceed those in 1956 and we understand



R. Reid Vance
Executive Secretary



C. Carlton Hartley
President

profits will run slightly above the national average. Present percentages can be improved by better management, increased production and the use of new machinery and new processes.

Our local members are not getting enough help. Practically every shop in the city is forced to work overtime and all plants are working a full week. Our plants are expanding and are adding new processes. New equipment is being added largely in the lithographic field.

Our organization is taking no definite stand on the increased postal rates, but we would like to see the postal department be on a businesslike basis with all free government use of the mails operating under separate budgets.

Local members' problems are largely those of keeping abreast of the demands of labor and trying to arrive at a point where labor negotiators are willing to give something additional to the employer in return for labor's increased demands from the employer.

TEXAS

Houston Graphic Arts Assn.

While we have nothing tangible on which to base our statements, we believe 1957 did not equal 1956 in volume or profits. The man hour output in our industry has not kept pace with general



O. K. Eden
Executive Secretary



J. S. Joseph
President

industry, consequently overtime often has to be worked for which the customer does not pay.

Considerable new equipment came into our area in 1957, both letterpress and offset, and Houston is gradually becoming a center where long runs in black and white and multicolor can be handled on a competitive basis.

Unavailability of manpower, skilled and semi-skilled, continues to be a headache. It is hoped that with the move of Southwest School of Printing from Dallas to Huntsville, complementing the University of Houston School of Journalism & Graphic Arts, our industry will be in a better position to cope with this situation.

Our association will finish the 1957 year with the largest membership in its history, testimony to the fact that if you serve all of the members most of the time, other firms will want to become members.

Credit-wise, our association's credit bureau is handling double the number of calls it processed in 1956. Leading printers feel that now they have installed new equipment and techniques, aimed at offsetting the increased wage costs that became effective this year, their big job is to sell, and sell, and sell—as well as serve their customers.

PENNSYLVANIA

Printing Industry of Pittsburgh

Pittsburgh printers have had a good year in 1957 and are hoping for bigger and better things in 1958. There is a general feeling of optimism among our members and the hope that sales and profits for the next 12-month period will continue to rise.



Thomas H. McCabe, Jr.
Executive Director



Arthur W. Rippl
President

Most of our firms report that their 1957 sales were well above the 1956 volume. Profits also nudged upwards, but not in proportion to the sales increase. Most firms seem to think that their 1958 sales will be slightly better than their 1957 volume. The future profit picture is a little cloudy. Some are hopeful of a slightly higher margin; others are doubtful that their 1958 profits will be much better than their 1957 figures.

Nearly all printers recognize an increased price consciousness on the part of their customers, and they shudder to think

of the necessity for further price increases.

Local plants, by and large, are all working full time with a considerable amount of overtime having been worked in the past year. There have been no lay-offs of any consequence in this area, and none are anticipated.

One optimistic sign is the feeling among many firms that they hope to expand production facilities in the future. Several smaller plants are planning to increase both their offset and letterpress facilities, and some of our larger members are continuing their planned expansion program on schedule.

OHIO

Graphic Arts Assn. of Cincinnati

The printing industry in Cincinnati has been spotty during 1957. The volume has been equal to 1956 and in some instances has surpassed it. The profit picture has reflected the increased need for greater attentiveness to supervision, primarily in the field of nonproductive costs.



Wilbert Rosenthal
President



John D. Rockaway
Managing Director

It is the opinion of Cincinnati printers that 1958 holds a promise of equaling 1957. Competition for business will undoubtedly be keener than ever, but the majority of printers seem optimistic. Many of our members have purchased new equipment during the past year and others are planning to do so in 1958 in order to improve their efficiency to better meet competition.

The challenge to a trade association is to make its members aware of changing conditions, and through mutual help to solve the problems. Every effort is being made by our organization to accomplish this mission.

TEXAS

Printing Industry of San Antonio

Printing volume in San Antonio has held up well in the over-all picture for 1957, but has been marked by ups and downs not heretofore anticipated. The usual backlog is below par. Signs previously used for forecasting seem inadequate for 1958.

Volume could be off in 1958 as retail business feels the decrease in the number of civilian personnel at Army and Air Force installations in this area.

Profit percentages have held reasonably close to national averages, and more in-



J. E. McClain
Executive Director



Paul G. Miller
President

telligent management, including closer control of credits and more frequent examination of cost figures, offers a ray of hope in the downward profit trend. Management is also weeding out employees who drag their feet, but this is a slow process dictated by the availability of better trained personnel which is still in short supply.

Excessive installation costs and the hard money policy have all but stopped new ventures. New machinery in established plants has been confined to replacements but with several additions of small offset equipment as letterpress felt the squeeze in small repetitive work.

Most plants are sufficiently staffed and a slight decrease in overtime hours is in progress. Most plants will hold to the 40-hour week in 1958.

WESTERN NEW YORK

Printing Industries Association of Western New York

A year ago our estimates for 1957 indicated that there would probably be a slight falling off in business. Unfortunately we were right. The year 1957 was a disappointing one for many of the operators in our area. During the summer and fall of 1957 a number of our plants curtailed operations to a four-day week. However, over-all printing employment is off less than 15 per cent and even this has its bright side for it relieved the pressing manpower problem.

Our conventional commercial shops, suffering from a drop in volume and resulting intensified competition, will undoubtedly show a profit picture even less satisfactory than preceding years. The specialty shops have increased their share of the national market and because they are able to lower selling costs, will probably show a substantial improvement in profits for the year 1957. These shops have been making heavy investments in the latest automatic equipment, including photo-composition installations.



George I. Heffernan
President

Less concern has been evidenced about proposed postal rate increases than might be expected. Perhaps we accept them as inevitable. The advent of Sputnik and the increased government expenditures for armament seem to have erased any hopes for tax reductions.

Over-all, the printing industry picture in this area is not a particularly happy one. On the other hand, the printers of the area feel that an upturn in business may be expected by mid-1958 and they hope to regain their volume.

MICHIGAN

Graphic Arts Assn. of Michigan

The dollar volume of sales for Michigan printers for the year as a whole has been somewhat below the 1956 level. Profit levels, on the average, were below the national average. In some cases profits have declined even though sales were



C. W. Whaling
Manager



Paul Sampson
President

above those of 1956. All in all, the year has been extremely competitive and several firms have gone out of business. We have also had several mergers.

If the industry is to maintain a favorable financial picture in 1958, we must give more attention to costs, improved production methods, and sound selling rates. Many plants have installed new equipment during the past year and the trend to multiprocess plants continues.

Generally speaking, we have not experienced an acute shortage of competent craftsmen. We have several excellent apprenticeship programs in operation.

Basically, Detroit is an automobile town. Our graphic arts facilities are dependent, to a large extent, on the automobile industry and its suppliers. If cars sell well in 1958, our plants should enjoy a volume of business at least equal to that of 1957.

COLORADO

Printing Industries of Colorado

Carl A. Douglas, Executive Secretary

During 1957 the printing business in the Colorado area has been fair. We suffered a slump during the middle of the year and are just beginning to come out of it, thus making 1957 not as good a year as 1955 or 1956.

The net profit picture was about the same as in 1956, but by watching the cost
(Turn to page 95)

Equipment and Supply Leaders Hopeful

- Most printing equipment manufacturers look for a pickup in business activity in late 1958
- Rising costs on profit margins may lead to cutbacks on expenditures for new plant equipment

American Type Founders Co., Inc.

Elizabeth, N.J.

W. W. Fisher, President

It is our opinion that tight money hurts the sale of capital equipment but inflation is even worse. Our guess is that we will



W. W. Fisher

see a good and successful compromise of these situations in effect during 1958. This will permit the American printer to acquire equipment he wants if this equipment is economically justifiable for his particular plant. Probably more im-

portant than tight money will be the overall productivity and efficiency of our labor forces. For a successful year, any increase in the hourly cost of labor in any industry must be matched with equal or increased efficiency of that labor hour. With this matching of cost per hour and efficiency, we feel 1958 will be a good year.

The challenge for this year will be to the supplier of equipment to the graphic arts industry to make available machinery that will produce labor economies. The challenge to the user of such equipment will be to remain courageous and forward to the point of knowing that only through the use of the most efficient means of production will he be able to meet the problems of 1958.

Original Heidelberg

W. P. Lauffs, President

Heidelberg Eastern, Inc.

We are looking forward to 1958 with confidence and optimism. The economic health of the nation is good. There have been inventory "adjustments" and some few regional changes, but employment and consumer income are at peak levels; the nation is strong and vigorous and will continue to prosper. The new year will bring keen competition



W. P. Lauffs

and that will certainly be true in the graphic arts industry. We are in a technical era. Research in the letterpress field alone has already helped increase produc-

tivity, quality, profits. The competitive edge will be won by organizations that know how to utilize technical advances and know-how. This means a greater need than ever before for alert, progressive management. Over-all printing volume continues to climb. Our own volume shows a steady increase over preceding years. We are doing our best to stay ahead of the times.

Our sales and service programs have kept pace. We have opened up expanded facilities on the West Coast and in the Midwest; our pressmen's school activities have been increased; we have added to our service and courtesy-service personnel; our salesmen are undergoing continual educational training on all new graphic arts developments to assure their being of greater help to printers in helping them solve their problems.

Mergenthaler Linotype Co.

Martin M. Reed, President

The past year was one of record sales for business in general. We are now experiencing a downward movement which



Martin M. Reed

is being labeled a recession. The duration of that dip will determine how we fare in 1958 as a whole. The graphic arts industry displayed a greater rate of growth in the past year than industry in general. The printing and publishing index is expected to average 141 for 1957, up 3.7 per cent from 1956. The biggest problem confronting business continues to be the pressure of rising costs on profit margins. A readjustment is in progress. However, it is selective both as to industries and individual firms. The key to continued growth and profitability in any industry lies in the effective utilization of the most modern equipment and processes available. This is true when there is a squeeze on volume and/or profits.

During 1958, this company will relocate its plant in more modern, efficient quarters, the better to serve the needs of its customers and to keep pace with the expected further growth of printing here in the United States and throughout the world. We have been doing everything we can to prepare ourselves to meet the challenges that appear inevitable in 1958.

Harris-Intertype Corp.

Cleveland, Ohio

George S. Dively, President

General business in the closing months of 1957 was characterized by a definite loss of momentum. The combination of



George S. Dively

tight money, an erratic stock market, dramatic international developments and a spotty weakness in some industries resulted in declines and a feeling of caution that may continue for some time. Later in the year increased defense

spending and further relaxing of monetary controls should begin to stimulate general business activity. In the meantime basic strengths in high disposable income, indicated increases in construction activity and population growth should maintain general business at fairly good levels, although below recent peaks. Printing and publishing, as "the service industry to all industry," usually follows the pattern established by business in general. However, more than half of the printing and publishing industry's revenue is derived from advertising, which ordinarily benefits from a competitive marketing economy. It can be expected that 1958 will be a highly competitive year.

For individual companies in the printing and publishing industry, this suggests the desirability of stronger sales efforts and better methods of producing profitable results. Better production methods will require wider utilization of the improved techniques and equipment now available in the industry.

Hammermill Paper Co.

John D. Zink, Asst. General Manager

General business, in our opinion, will continue at a high level in 1958, perhaps within a range of 2 per cent or 3 per cent of the 1957 level. If this situation develops, the demand for fine paper should be good. We have an extensive expansion program under way at the present time and this will continue through 1958. We have not added any lines of foreign-made equipment or supplies to our line.

We do not think that the tax situation, or the national and international state of affairs, will curtail expenditures for expansion or new machinery during 1958.

Lawson Co.

Division of Miehle-Goss-Dexter, Inc.

D. W. Schulkind, President

Our considered opinion is that the volume of business in 1958 for most firms will be at least equally as good as 1957 with the possibility of a slight increase over last year.



D. W. Schulkind

It is a year, however, that will be a test for good management in bringing the operating efficiency to a very high point, if a reasonably good profit is to be had. Our 1957 dollar volume compares most favorably with 1956.

We expect 1958 will be a banner year for Lawson in that we are broadening our line of cutting equipment. We will be offering to the trade Lawson Heavy Duty Hydraulic Clamp Cutters in larger sizes. We will also be showing to the trade our improved design of smaller cutters.

A new model heavy duty, high speed, multiple spindle drilling machine is now on the production line and will be shipped starting in January. Our new heavy duty Rapid Trimmer is also scheduled to come in increased quantities early in 1958.

We hope that it will be possible to reduce federal taxes, which would, of course, increase purchasing power. However, the international situation will be the determining factor as to whether this can be done.

Didde-Glaser, Inc.

Carl Didde, President

The year 1957 has been a good one for us. We moved into our new plant in January, 1957, to find it as well suited to our needs as we had expected. Already we are pushing our plans for expansion in our product line, sales production, research department and also in our space requirements. Last year we had anticipated a 30 per cent increase in sales and we came in right on target. We expect to continue the incline in 1958.



Carl Didde

In reference to foreign-made equipment, as far as Didde-Glaser, Inc. is concerned, we have reversed the trend of importing foreign equipment. During 1957, we exported to England, France, Germany, Switzerland, Norway, New Zealand, Australia, Cuba and Canada.

In 1958 we expect to work closer with the various associations and organizations in the printing industry in order to become more familiar with their needs.

Miehle Co.

Div. of Miehle-Goss-Dexter, Inc.

J. E. Eddy, President

The coming year will, undoubtedly, bring forth more spirited competition in the printers' market and also in equipment sales. However, this printer competition should necessitate the use of more modern equipment offering the printer higher production and lower operating cost; consequently, printing machinery sales should continue at a good pace.



John E. Eddy

Much of the Miehle Co.'s growth during the past ten years can be attributed to offset press sales. As a result, each year has seen a higher percentage of Miehle Co. business in the offset field. It is believed that 1958 will be a levelling off of this trend as letterpress sales pick up in the vertical size and in the large rotary sizes.

Challenge Machinery Co.

Grand Haven, Mich.

J. Edgar Lee, President

There is every indication at this time that 1958 will show continued growth and progress in the graphic arts industry.



J. Edgar Lee

In the equipment manufacturing part of this industry the demand is growing for bindery and other related equipment to match the increased production capacity of new and faster presses. Our activities will be particularly devoted in the area of developing new equipment for this purpose, and we expect to make an announcement of some important new additions to our line during the coming year. One thing that would be of particular help to the industry would be working out a means of financing equipment purchases over a longer period of years. This would stimulate the purchase of newer and more productive equipment on the part of the printer with the consequent advantages in terms of lower cost and more productive output.

Our total sales for 1957 show a gain over 1956 of 15 per cent.

Expenditures for new equipment in 1957 totaled some \$75,000, all for the purpose of keeping costs down and production up.

For 1958 we have already contracted for equipment, for this same purpose, costing \$100,000, so you can see that we believe in the future.

Goss Co.

Division of Miehle-Goss-Dexter, Inc.

Robert C. Corlett, President

With a record amount of orders already on the books, the Goss Company (division of Miehle-Goss-Dexter, Inc.) expects to ship the greatest volume of printing equipment in its history in 1958. While earnings are not expected to parallel the rise in sales, due to heavy engineering and research expenses, they should be up from 1957. The major problem facing us in 1958 is that of continuing to meet customers' needs. This resolves itself into three phases: continued replacement and improvement of manufacturing facilities, a problem made extraordinarily difficult because of insufficient depreciation allowed to cover increasing prices of equipment; an extensive research program tailored to meet the constantly changing needs of both large and small users, particularly vital at the present, due to wide demands for low cost yet high quality production, and the maintenance of an organization which can serve publishers in a manner that is both quick and efficient.



Robert C. Corlett

Lanston Industries, Inc.

Bernard Fein

President and Chairman of the Board

The 1958 outlook for the graphic arts industry is encouraging. Volume for the year should be comparable with 1957. We are anticipating a higher percentage of the total market with the introduction of some new lines of equipment. Our 1957 dollar volume has run approximately 10 per cent behind 1956 in total shipments due primarily to reduced export business. New orders, however, are running slightly higher than 1956 and our present backlog is higher than it was a year ago.

We believe the printing industry has neglected many opportunities to modernize and improve efficiency through the purchase of new equipment. The advantages available in tax savings offset to a large degree the expense incurred. New equipment can be paid for by the printer's tax dollars and his competitive position improved by reduction of cost and greater efficiency.

We are continuing our program of investing not only in capital expenditures for better equipment, but in substantial engineering investment for improvement of existing models. We believe that over a period of years this investment will result in an improved product at lower cost, thus keeping price increase down to an absolute minimum.

AnSCO Division of the General Aniline & Film Corp.

Leopold Eckler

Vice-President, General Manager

Plans for the year ahead have been solidly based on market studies, careful analysis of past sales performance, evaluation



Leopold Eckler

of reference for the industry outlook in 1958.

It seems evident that the uses of photography in the graphic arts will continue to expand but at a somewhat slower rate than in former years. The existing trends toward photocomposition and inkless photoduplicating will show some acceleration. As part of the industry drive for better control of costs, there will be continued emphasis on the use of quality materials of proved worth rather than the hazards of cut-price offerings from unfamiliar sources. Three- and four-color reproduction of both color photographs and art work will continue to advance in relation to one-color printing.

The AnSCO Division will not expand plants or manufacturing facilities in 1958 specifically for graphic arts products. A general building program, begun in 1957, will provide new film manufacturing facilities early in 1958. The expanded production capacity will take care of increased volume of Reprolith and Polyolith materials and new products of our research and development program to be announced in the coming year.

Photon, Inc.

W. W. Garth, Jr., President

We expect our 1958 volume to be several times that of 1957. Large scale production of the Photon commenced in



W. W. Garth, Jr.

1957, making any comparison of this year with last year meaningless. Approximately 44 Photon machines were installed in 1957 and we expect to manufacture, install and put into service approximately 100 in the coming year.

We have made substantial plant and equipment additions during 1957 and further expansion in 1958 will be determined by the rate at which our machines

are installed in users' plants. We would normally expect to increase our facilities by approximately 50 per cent.

We have not added any lines of foreign made equipment or supplies this year nor do we anticipate doing so in 1958. Some of our components are made abroad and we expect to continue operating in this manner.

We do not think that taxes have much bearing on our outlook. Neither do we believe that the domestic or international economy will affect rapid growth.

Roberts & Porter, Inc.

Harry Grandt, President

We believe the demand for graphic arts supplies and equipment will be greater this year than last. In support of this



Harry Grandt

belief, we have augmented our sales and service staff, added new products, and have planned a more intensive program of direct selling, service, sales promotion, and advertising for the next 12-month period. It is true, general business forecasters indicate the probability of a profit squeeze this year. They predict costs will continue to rise, particularly wages; a dip in sales the first quarter, and sharper competition. That may make it tough for graphic arts producers to raise prices. However, we believe the effect of these factors will be offset by new technical developments, particularly in lithography, which will result in greater economy of production and improved quality. Look for these developments particularly in inks, blankets, dampeners, and sensitized plates.

Equipment may not be in as great demand this year. But that may not be entirely due to business conditions. It may be due, in great measure, to the fact that many graphic arts producers have had the foresight to have completed their modernization programs.

As long as there is the promise of further technological improvements in the graphic arts, we have nothing to fear from a temporary business slow-down.

New Era Manufacturing Co.

H. C. Lockwood, President

It is our opinion that the general outlook for 1958 is, in a word, excellent. Our dollar volume for 1957 exceeds that of 1956 by approximately 10 per cent. We are now building a new plant adding approximately 40 per cent more floor space to our total.

We are also in the process of negotiating a possible purchase with two manufacturers of foreign made equipment, noncompetitive to our own.

Nygren-Dahly Co.

Henry C. Nygren, President

We expect 1958 to be a better than average year. By this, the average of the last four or five years is meant. We do not



Henry C. Nygren

look for a boom year, but with the government continuing and possibly increasing its defense spending, with increasingly high wages in all types of labor, with the large increase in the adult population, we cannot see any great decrease in consumer spending. The graphic arts should benefit through greater use of printing in accelerated sales efforts. We are moderate optimists as to 1958. For the year 1957 our sales were about the same as 1956. Our profits showed a slight decline due to increased costs in some materials and labor which we did not try to compensate for through increased selling prices of our own product.

There is one change we would like to see made in our tax laws. Small, closely held corporations should be permitted to accumulate greater surpluses without forced dividend distribution. This is the only answer to promote the expansion of small business. Increased borrowing facilities are definitely not the answer to this problem.

Nekoosa-Edwards Paper Co.

John E. Alexander, President & Gen. Mgr.

Nekoosa-Edwards expects business activity to stay at about its present level through the first six months of 1958. Indications are that



John E. Alexander

there will be greater and more profitable activity during the second half of the business year. To the extremely large extent that the fine paper business is geared to the general economy, we believe that fine paper will follow the general pattern. However, we look upon the competition engendered by this leveling off as an opportunity to evaluate the results of careful planning in sales and manufacturing in recent years.

Our planned capital expenditures for 1958 are part of a \$15-million program begun in 1956 and scheduled for completion in 1960. In addition to our recent acquisition of a mill in the East, at Potsdam, New York, a major portion of the program will be the installation of a new paper machine at Nekoosa. We plan to produce paper on the new machine by mid-year, 1960.

Robertson Photo-Mechanix, Inc.

Leonard S. Florsheim, Jr., President

Our volume in 1958 will be influenced by the general tendencies of capital goods purchasers to buy durable equipment. In-



L. S. Florsheim, Jr.

dications for 1958 are that sales probably will not be as high for the first six months as for the like period of 1957. What possibilities exist beyond that will be clearer after the end of the first quarter of the year.

Our dollar volume for 1957 was up considerably over 1956. We have very well matured plans for building expansion, which could well occur in 1958.

We cannot see where the tax situation as it now exists would affect our expenditures one way or the other. The international situation could have an obvious effect, the full extent of which it is impossible at this time for us to understand.

It seems to us that the printing industry considers the photomechanical end of its business as a sort of "poor relation." In spite of the fact that every press plate must start from the negative, it is an incomprehensible fact to us that so many printers will settle for the use of obsolescent and obsolete plate room and gallery equipment, and would not be caught dead with anything but the finest pressroom, bindery and composing equipment.

Management seems unaware of the savings which could be effected by throwing out technologically inferior photomechanical equipment in place of newer, more accurate, faster units. The savings in time and money have been dramatically demonstrated to those printers who have made the change.

Econo Products, Inc.

Selden E. May, President

We expect the year 1958 in the flexographic printing industry to show a small increase over 1957. Our own sales in



Selden E. May

1957 show an increase over 1956, which made an all-time sales record for us. We are definitely planning expansion of our Rochester facilities in 1958, as well as the establishment of a Chicago branch, giving us a total of six distribution points in the United States. We believe every branch of the flexographic industry is expanding, but the fastest growth is taking place in the packaging industry, due mostly to the development

of plastic containers and paper milk containers. The expansion of this field alone in 1958 should provide the industry with its best year.

Kenro Graphics, Inc.

Kenneth B. Beattie, President

The outlook for 1958 is encouraging. Market trends, 1957 sales experience and internal company strengthening point to



Kenneth B. Beattie

a most active year. Sales in 1957 were almost double 1956 volume, an experience substantially greater than the average for the industry as a whole. Our largest problem is distribution, finding and developing progressive dealers who will actively and intelligently sell cameras both to commercial graphic arts firms and to internal duplicating plants. We have partially met this problem in 1957 through realignment of dealerships and acquisition of new dealers.

We believe we face a strong market for our products, and that problems of taxation, national state of affairs and general economic situation will have little direct effect on our business in 1958.

Kimberly-Clark Corp.

J. R. Kimberly, President, Chairman of the Board

The demand for printing papers during 1958 should carry through at approximately the same tempo which character-



John R. Kimberly

ized the relatively steady market of 1957. The demand for paper is tied to the economy of the country with a relatively close relationship to population growth, so the long-range trend should continue upward. Our growth program

for plant and equipment is on a long-range basis, and at this point we see no reasons to revise either upward or downward, the major elements of our program. While we are cognizant and sensitive to the state of national and international affairs, we have not made any changes in our plans as a result of recent events in this area.

United States Envelope Co.

E. L. Wight, Adv. & Sales Prom. Mgr.

This is a very perplexing period as far as the envelope industry is concerned. Volume has been somewhat below last year, dollar sales about the same, and profits lower due to unrecoverable increased costs.

Davidson Corp.

Harry C. Anderson, President

The past year was one of continued progress for Davidson Corp. with sales reaching a new all-time high. Although



Harry C. Anderson

the trend of business in general during the last quarter of this year has been down and the outlook for 1958 is definitely not bullish, this company looks forward to the coming year with a great deal of enthusiasm and expectation. The future for offset lithography is exceedingly bright. The use of offset has more than doubled over the past ten years, and there is every reason to expect this growth pattern to continue. All these factors, the growth of offset, growing customer acceptance for our products and the enthusiastic reception accorded our new line of equipment, provide, we believe, a sound basis for the spirit of optimism with which we approach the coming 12 months.

H. B. Rouse & Co.

Harry W. Knoll, President

This year should be good on about the same plane as 1957. At the present there seems to be something of a shift in



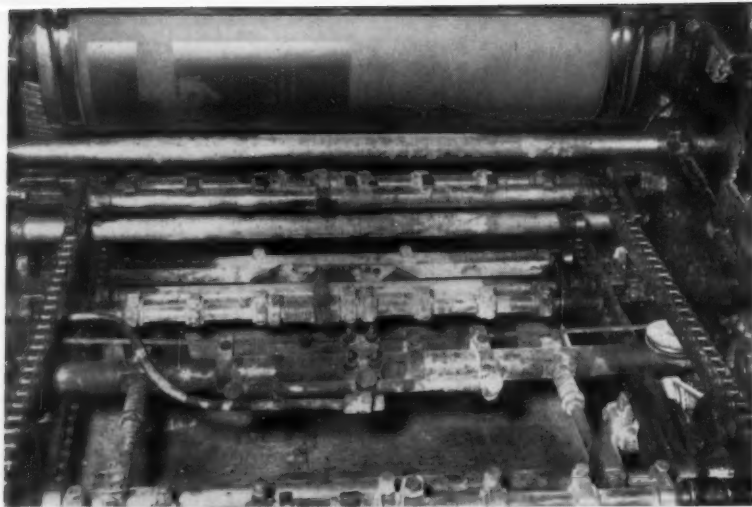
Harry W. Knoll

our economy. Our 1957 volume ran about 10 per cent ahead of last year and our 1956 volume ran well ahead of the previous year. Presently, we are not planning to do any expansion in 1958, as far as buildings are concerned; any capital outlay will probably be confined to equipment. We have not added any lines of foreign made equipment or supplies and it is not our intention to do so during 1958.

As a general thought, we believe that the tax situation has curtailed somewhat the expansion and expenditures of most companies. In fact, our company made a recommendation to the Sparkman Senate Committee which held hearings in Chicago recently, indicating that we thought all companies should be allowed a flat 5 per cent to 10 per cent expenditure before tax, as a deduction, if this money was to be invested in new equipment or in plant expansion.

We feel that this would be a great help to all companies who are faced with replacing a piece of depreciated equipment which was bought at a figure one-half or

(Turn to page 91)



Some types of no-offset mixes are worse offenders than others for adhering to press parts. One remedy for preventing plate or blanket batters is to rub press parts with cloth moistened with oil

Which Is Better No-Offset Mix: Liquid or Powder?

Both kinds have advantages as well as disadvantages. Here are analyses of both and hints for using them in your plant

By James A. West*

Because today's printing buyers demand more and better color, with real "snap" and depth of reproduction, the printer is constantly faced with the problem of offsetting. To deliver the quality demanded, he must use no-offset equipment. The question is: what kind?

In the last 14 years powder sprays have skyrocketed in use. The powder sprays and equipment, it was claimed, would greatly reduce the quantity of material required to eliminate offset. It was also claimed that powder would minimize fogging or dust conditions in the pressroom. Other claims for powder included the promise of less static, no fill-ins, lower maintenance costs, and the assurance of smoother printed sheets.

After installing powder sprays, however, the printer often found a different picture: Exhaust systems were required to remove the off-spray of powder that floated throughout the plant. Printed sheets did not always have a smooth finish when succeeding colors were printed. Frequent wash-ups were necessary to remove fill-ins. To help prevent these fill-ins, vacuum sheet cleaners have been used. Static was still present and static elimina-

tors had to be used. The printer also found it necessary to carry two or three grades of powder, for if the incorrect granular size was used for the weight of the sheet, offset was not prevented.

These dissatisfactions with powder off-set sprays are being solved in many cases through the use of liquid no-offset equipment. One of the principal reasons for the returning popularity of liquid no-offset equipment may well be the marked improvement in the design and construction of liquid diaphragm units in recent years.

Earlier problems of wear and corrosion of fluid stems and nozzles have been corrected through the use of tough, long-wearing and corrosion-resistant stainless steel in these parts. Gun bodies and air nozzles are now made from drop-forged brass, which never needs replacing unless abused. Air cleaners have brass tube

bodies, and the air regulators, which are the heart of all spray equipment, have brass seats. Seating stems are long-wearing nylon. Mix containers, strainers and float indicators are all made of stainless steel, and they, too, need never be replaced.

With the use of liquid in diaphragm units there is a marked reduction in pressroom fogging, or dusting, because a far lower air pressure is needed to lift the impregnated neoprene diaphragm. When piston or cup-type spray guns are used, higher air pressures are required, which cause the atomized spray particles to rebound off the printed sheet.

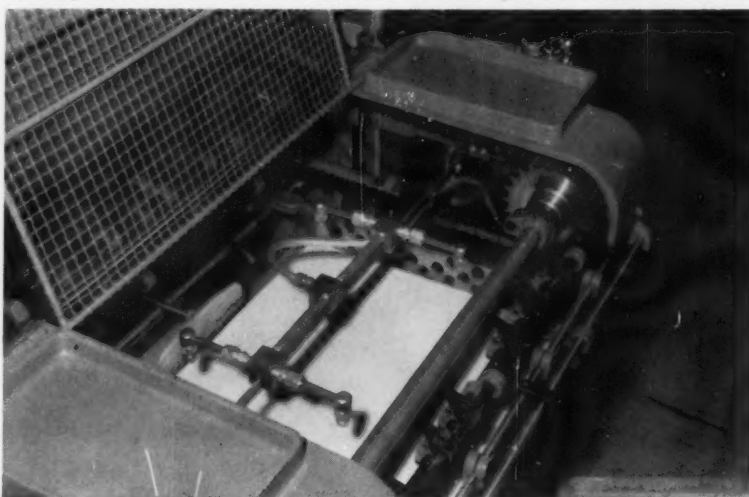
Only one type of liquid mix is necessary. By slightly increasing or decreasing the air pressure to the gun head, a controlled starch particle size can be applied to the printed sheets to prevent offsetting. When using powder sprays, two or three grades must be carried in inventory.

Some users of powder sprays seem to have no problems with plate or blanket batters even when powder adheres to the moving delivery gripper bars or carriage delivery assembly. Others are constantly troubled with batters. Those who seldom have them usually conduct a constant cleaning program to remove the excess powder that adheres to these parts. Some use long bristle brushes which remove the powder and deposit it in a catch pan under the brushes. The general practice, however, is to use blasts of compressed air which cause the powder to float throughout the plant.

Protecting Press Parts

When using liquid sprays, plate or blanket batters can readily be prevented by using oil on the parts where the mix may adhere. One procedure is to moisten an ordinary cloth with oil and rub all press surfaces on which the liquid mix is apt to adhere. This prevents hard solidification of the mix on the press parts. A second, and equally satisfactory procedure, is to use a hand pump spray, such as is used for spraying insecticides, for applying a coat of oil to the parts. When a printing job has been completed, the mix adhering to the parts can be removed easily with a stiff bristle or wire brush. This procedure keeps spray dust from

Some plants seem reluctant to change from powder to liquid spray because latter appears costly, but changeover cost is not excessive. Photo shows manifold mounting on ATF Chief 24 for Flo-Mix unit



James A. West is a sales engineer for no-offset products for American Type Founders Co., Inc. He has done considerable research work on both liquid and powder mixes at Chicago laboratory

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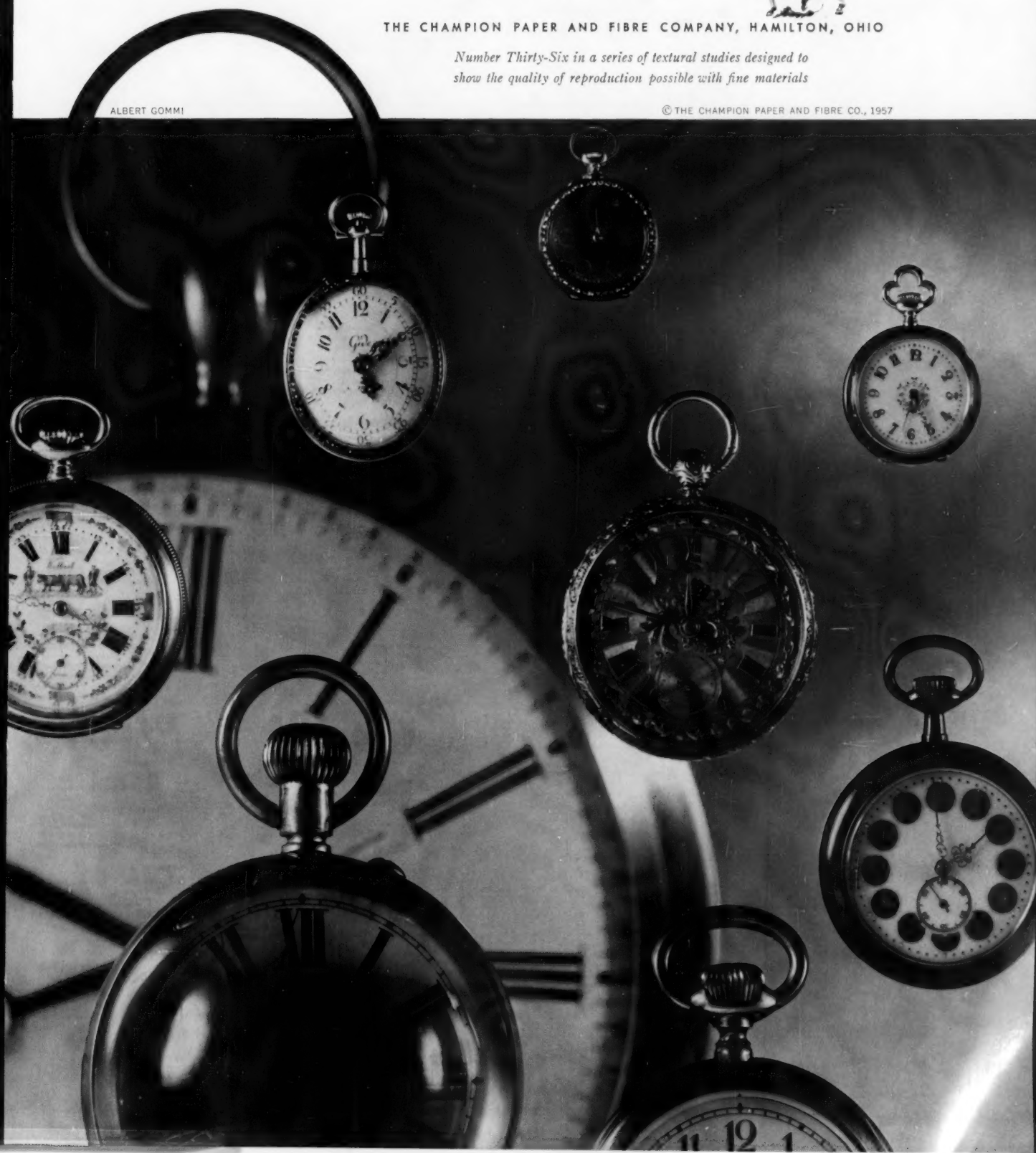


THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

*Number Thirty-Six in a series of textural studies designed to
show the quality of reproduction possible with fine materials*

ALBERT GOMMI

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MISSISSIPPI
Jackson.....Jackson Paper Co.
Meridian.....Newell Paper Co.

MISSOURI
Kansas City.....Carpenter Paper Co.
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Richmond.....Epes-Fitzgerald Paper Co.

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Spokane.....Spokane Paper & Stationery Co.
Yakima.....Carpenter Paper Co.

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Milwaukee.....Dwight Brothers Paper Co.

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John Gordon (in shirt sleeves), president of Winston Printing Co., Winston-Salem, N.C., explains dry no-offset spray unit on Miehle 49 offset press to visitors from Intelligencer Printing Co., Lancaster, Pa. From left are Joe Brendle, Winston foreman; W. W. Shank, Intelligencer controller; D. R. Armstrong, Lancaster Newspapers, Inc., president; J. F. Blanken, Intelligencer foreman, and R. W. Schrott, Intelligencer general manager. Lancaster firm plans construction of a new plant building

floating throughout the pressroom and minimizes plant cleaning and maintenance costs.

Because powder nozzles cannot be shut off easily, powder is usually sprayed over large areas of the press bed, and a messy situation results. The ease with which liquid sprays can be turned off makes it possible to run 50-pound litho or bible stock, using only the compressed air to keep sheets flat. This cannot be done with powder sprays since the powder cannot be cut out of the compressed air stream.

Improvements in the making of plates and in the quality and character of inks have also been important factors in the increasing use of liquid sprays for no-offset application.

Offset Problem Minimized

Grained zinc plates have been used in the past, but now, through the development of techniques that make possible smooth-surfaced, presensitized plates, far less ink is required, which in turn minimizes the offsetting problem. In addition, inks are now being made with synthetic varnish bases which contain more pigment, provide greater absorption, and promote easier and faster drying. All of this makes it possible to avoid offsetting with liquid sprays.

The question of the cost of powder versus liquid mix is important to plant management, which tries to keep overhead expense to a minimum. Formerly, a rule-of-thumb was that one and a half pounds of powder equalled one gallon of liquid mix for general printing. This rule fluctuates because of varying conditions, including makeready, relative humidity, type of paper or card, and the quality of ink used. (A few cents more spent for better ink will often reduce offsetting to a minimum.)

It is now possible to obtain liquid mixes in concentrated form. One gallon of concentrated mix equals three gallons of regular liquid mix. Two parts of water are added to one part of mix. The liquid mix concentrates also reduce freight costs.

Liquid sprays have been tried when printing polyethylene and many other similar types of materials used for packaging, but not too successfully. Powder sprays appear to be the answer for these types of materials, although research is progressing on making a liquid wax which can be used in low pressure diaphragm guns to protect the printed surface from rubbing when passing through packaging machines.

Some plants seem reluctant to change from powder to liquid spray equipment because the latter appears costly. Actually, the change-over is not prohibitive because, in most cases, tripping mechanisms, air cleaners, air regulators, etc., can be used. The only investment required is in conversion kits consisting of mix tanks, hoses, uprights, telescoping crossarms and press brackets.

IP's Oldest Subscriber?

The Inland Printer is 75 years old this year. One special feature of the May celebration issue will be a story and picture on IP's oldest subscriber. If you know of anyone who can beat record of J. Edgar Lee, president of Challenge Machinery Co., Grand Haven, Mich., let us know. Mr. Lee will be 92 this month, has been in graphic arts industry for 76 years, has read *The Inland Printer* most of those years, has many bound volumes and keeps ordering them on a year-to-year basis



Color Lighting Practice Subject of R. & E. Report

Recommended lighting practice for color appraisal of reflection-type graphic arts materials is detailed in a report issued by the Research & Engineering Council of the Graphic Arts Industry.

"Standardization of lighting conditions for viewing color should be a great step forward in helping all persons involved in color appraisal to agree on what they are seeing, thus saving time and money," says the foreword by council president Felton Colwell.

Prefacing the lighting standards, which were developed jointly by the council and the Illuminating Engineering Society, is a discussion stressing the need for understanding the three factors that influence color appraisal—visual response, light source, and the color properties of pigments, ink, paper, and other materials.

An introduction is included that points up the four basic color tasks which must be understood to achieve proper lighting. The tasks defined are:

Original color selection involving many esthetic, economic and other factors.

Color matching of basic materials, which when used for reproduction may differ from those found in original copy.

Visual appraisal of color quality of printed results compared with original color selection.

Visual appraisal of color uniformity of production press sheets by matching them with approved proofs.

The next three sections spell out specific recommendations for appraising color quality, color uniformity and color matching of basic materials. Each section covers required spectral energy distribution, minimum illumination, and proper surroundings such as extraneous light, color of walls and background, brightness of areas in the field of vision, and position of the color viewer, light source, copy or proofs in relation to direct glare from the light source and reflected glare from copy or proofs.

Following a six-step testing method comes an appendix giving information about fluorescence, color transparency illuminators, inspection of individual colors by increased contrast, and some practical uses of primary and secondary light sources. A bibliography is also included in the report.

Copies at \$1 each are available from the council at 5728 Connecticut Ave., N.W., Washington 15, D.C.

Materials Handling Parley Planned

A national materials handling conference sponsored by the American Society of Mechanical Engineers is scheduled for June 9-12 in conjunction with the National Materials Handling Exposition at the Public Auditorium in Cleveland.

THE SPECIALTY PRINTER

Labels by Offset Balance Seasonal Automotive Work

- Calvert Lithographing Co., Detroit, found way to even its work flow
- Close register problems on labels call for careful humidity control
- Other Calvert specialties include city and county maps for school use

The Calvert Lithographing Co. of Detroit was founded in 1861. Today, some 97 years later, Calvert is still strictly a lithograph house but has progressed with the times from the old stones to modern press and bindery equipment.

Calvert's specialty is the production of labels, which accounts for about 50 per cent of the total business, and includes labels of every conceivable size and shape for use on food cans, beer bottles, whiskey and wine bottles, plastic boxed product identification, and many others. Another large portion of business is in the production of advertising pieces and brochures for several of the major automobile producers. If you are an average auto buyer, one of Calvert's catalogues or brochures has undoubtedly passed through your hands.

Former IP Contributing Editor

Charles F. King, president of Calvert, is well known in the graphic arts industry. He came to Calvert from U.S. Printing and Litho at Cincinnati, had spent several years in research for the Lithographic Technical Foundation, and had been a contributing editor to *THE INLAND PRINTER* for over ten years.

The automotive printing business is, of course, seasonal and, during the time when this type of material is being produced, security safeguards are rigidly maintained to prevent information on the new models from leaking out before the manufacturers' announcements.

Calvert has a complete art, camera and platemaking department. A customer for labels can either supply his own artwork, have the artwork done by Calvert or can use any of Calvert's stock vignettes (a label with everything except the packer's

name) imprinted with his company's name or trademark.

The latest acquisition in the camera room is a new 41-inch Robertson camera with remote controls from the rear-located darkroom. In the platemaking department a Fuchs and Lang offset proofing press is used to prove plates for color and register before going to the press.

In the main pressroom labels are printed on two Harris 58 four-color presses and two 76-inch four-color Miehle offset presses. The first Miehle 76 was purchased in 1948, the second was installed late last year. Since Calvert runs labels in combination sheets, with up to 150 labels on a 76-inch sheet, the larger presses speed up production and help to lower the unit cost per label.

The other Miehle is used in printing six colors on 27-pt. board for ice cream cartons. Four colors are laid on during the first pass through the press. The fifth and sixth colors are run on a second pass using the #3 and #4 units of the press.

An interesting job often run at Calvert is an eight-color place mat for a beverage manufacturer. This job is produced on the new Miehle 76 four-color press.

Because of the close register problems when running six- and eight-color jobs, a paper conditioning tunnel is employed to control the humidification of the sheets before going to press.

Many of the labels produced for use on food cans are varnished, both for greater durability of the label and to enhance the appearance of the package. Ninety-nine per cent of all labels are varnished and at Calvert this chore is performed by a single Christensen Model 40 varnisher. The machine is equipped with a Christensen continuous-stream feeder, gas-fired drying oven and a double delivery. This machine operates three shifts for five days every week.

How Labels Are Cut Apart

After varnishing, each sheet is inspected and then removed to the trimming room where the sheets are jogged in lifts approximately six inches high and delivered (clamped) to a bank of Seybold flat cutters where they are stripped into long narrow lifts one label wide. These strips are carried to a Brackett trimmer where they are chopped into piles of individual labels.

The feed-through principle employed in the Brackett trimmer enables two girls at the rear of the machine to pick off the piles of labels as they are trimmed and tie them in neat bundles; for this operation a Saxmayer bundle tier is used.

Charles F. King (seated at desk), Calvert Litho's president, shows prospective customer 12-page brochure for automotive manufacturer; piece had six two-page spreads in four colors, presented problems in registering across binding





The labels are stacked in cartons and delivered to the shipping department on the floor below by conveyor chutes.

Many labels require the application of a bronze ink or powder. This process is performed on a Miehle 57/60 one-color offset press and a Christensen bronzer. The Miehle applies the gold size and delivers the sheet directly to the bronzer where the powder is applied and the burnishing rolls set the bronze.

The exhaust system on the bronzer prevents loose dust from getting into the air. The bronzing procedure is used three shifts a day, five days a week.

Calvert is currently running two bronzers, each fed by a Miehle 57/60 offset press. During the auto announcement season, the bronzing load rises sharply and the two pieces of equipment are operated on an around-the-clock, seven-day basis.

Brewery labels are often die cut. The stacks of labels are delivered from the Brackett trimmer to a Printing Machinery Co. die cutter, and after the die-cutting operation, the labels are packed in cartons and sent to the shipping room. A second PMC die cutter is also employed for cutting various other labels for food and specialty products.

Quality Control Maintained

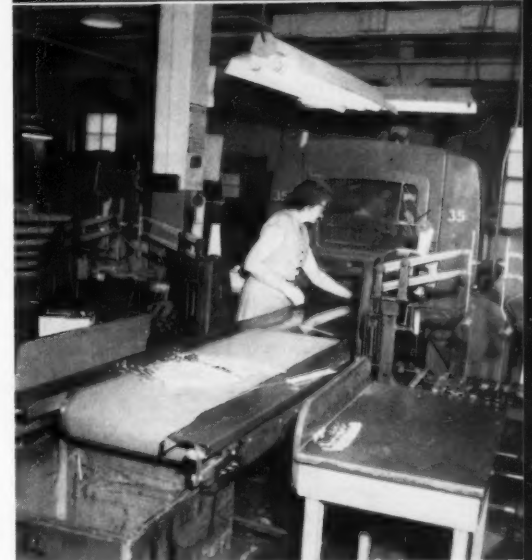
In the bindery saddle-stitched booklets are run on a Christensen Pony gang stitcher with four feeding stations. Booklets are trimmed in lifts of about five inches each on another Brackett trimmer. Here again strict quality control is maintained to produce the excellent product demanded by the automotive manufacturers.

Calvert also prints city and county maps for school use on cloth-backed paper stock. They also are varnished.

Calvert maintains its own knife sharpening department and ink mixing department. A well-equipped laboratory is used for exact color matching of inks, control of paper quality, and many tests and quality control checks.

Top: 76-inch Miehle four-color offset press runs six colors on 27-pt. board for ice cream cartons. Center: Calvert art department supplies variety of work for customers. Bottom: Christensen varnisher for labels runs three shifts every day, is used by Calvert five days of every work week

Top: Brackett trimmer cuts labels into piles. Center: Girl takes labels from trimmer, ties them in bundles. Bottom: Exhaust system gets rid of bronze dust used on labels. Below: Brewery labels are often die cut. Here girls operate a PMC die cutter used on many labels



New LTF Color Program Reached Full Pace in '57

- Job of successful color reproduction is big one, M. H. Bruno reports
- Right colors must be obtained, must be printed consistently on press
- First phase studied by LTF; statistical quality control study next

The LTF color program was the subject of the 1957 talk by Michael H. Bruno, LTF's research manager, at the annual meeting of the Canadian Lithographers Association at Mont Tremblant, Quebec.

Mr. Bruno gave a brief review of his 1956 speech in which he pointed out numerous optical and color illusions leading to the conclusion that the eyes can be deceived and that instruments must be used to measure tones and color. The LTF color survey and the new color chart were also mentioned.

The past year has brought the entire LTF color program out into full pace. The job of successful color reproduction is a big one, Mr. Bruno said, and breaks down into two main phases:

1. The right colors must be obtained in the reproduction.
2. These colors must be printed consistently on the press.

The first phase is being studied in the LTF color program. The second phase is the subject of studies on statistical quality control.

Two main reasons for problems in color reproduction are inks and papers. Most color process inks are far from being ideal in color qualities. Most yellows are satisfactory. Magentas, however, which should reflect all the blue and red light and absorb all the green light, actually absorb some red and blue light so that they become gray and contaminated with yellow. Cyans, too, should reflect all the blue and green light and absorb all the red. Even the best cyan absorbs enough blue and green to gray the color and contaminate it with yellow and magenta. This is the reason for most color correction—to remove the yellow from the magentas and the yellow and magentas from the cyans. The better the colors are in the original art or copy, the less the correction necessary. This becomes an especially important factor when the correction is done photographically by masking.

Another serious problem in color reproduction is the effect of the paper on color. The paper affects tints differently than it does solids so that tints of a color require different amounts and kinds of correction than the solids do. This effect differs with various papers and is most serious on uncoated papers.

The LTF color program has already provided means for determining the gamut of colors that are possible with a particular combination of paper and inks by the use of the LTF color chart. It has also provided a unique way of specifying and plotting colors using the LTF color circle. (See the Offset department in the June and July, 1957, issues of *THE INLAND PRINTER*.) Ink colors are specified by new terms such as hue error, grayness and efficiency.

With this background of information on ink color identification, the LTF color survey was described and summarized by

William A. Krueger (r.), chairman of the board, W. A. Krueger Co., Milwaukee lithographers, and Franklin Wirth, mayor of Brookfield, Wis., take part in ground-breaking ceremonies as construction begins on Krueger plant, Brookfield



Mr. Bruno. The LTF color strip, consisting of 21 steps of the solid colors, overlaps of two, three, and four solids, 25 per cent, 50 per cent and 75 per cent tints of each color and overlaps of the three tints, was sent to 110 plants. Two hundred twenty-nine printed strips have been returned. Analysis of these strips has revealed the following facts about color printing in the lithographic industry:

1. All the yellows, with the exception of a few on special label jobs, have good color qualities.

2. All the magentas in use are poor. Their hue is too close to red. More than 75 per cent of the magentas analyzed had over 50 per cent hue error.

3. Cyans were slightly better, but most of them were too gray.

4. Efficiency of yellows was about 95 per cent. The best cyans and magentas had efficiencies of 80 per cent, but the average inks had efficiencies of about 60 per cent.

5. Only two strips showed sets of inks that were balanced and could have been corrected with a simple single mask.

6. The industry was making little effort to control trapping and additivity of the overprinted colors. Red overprints were fair, but the scatter of blue and green overprints was like a shotgun pattern. No effort was being made to print neutral gray with the three colors.

7. Printing for some of the four-color presses showed better trapping and additivity of colors than some of the single- and two-color presses. This shows promise of improved printing for multicolor presses when all the facts become known.

As a result of the color survey and work already done on the LTF color program, the following can be done now to improve color reproduction:

1. Use better inks. Ink manufacturers are now producing balanced sets of inks that have low hue error, high efficiency (70 per cent to 80 per cent for magentas and cyans), and the magentas and cyans are balanced in their blue-green reflectance so that their errors can be corrected by a single simple mask of the green filter separator on the yellow printer.

2. Print the LTF color chart on the different papers and ink combinations you use in your plant. This shows the com-

plete gamut of colors possible to print with these combinations.

3. Print the LTF color strip on each color job. Densitometric measurements made on the color strip can be used to calculate and plot for each color and overprint, hue error, grayness, efficiency, trapping, additivity, proportionality failure, and departure from neutral gray. The color strip is the real control on each color job.

4. Calculate masking requirements for the inks and papers used by densitometric measurements made on the color strip. How to do this is described in LTF Bulletin 320, "The LTF Color Chart."

Mr. Bruno concluded his talk by declaring that doing these things now will help to get better colors in reproductions. How to get these colors consistently from sheet to sheet is a problem of statistical quality control. Checking the colors on periodic sheets is not the answer, but will show the variations encountered, although they can't be eliminated until the cause has been determined.

For statistical quality control to be successful, the raw materials must be controlled; second, the whole process must be completely standardized or controlled; and third, the product must be checked periodically. This is a bigger job than most lithographers think. It is being studied at the LTF lab and the staff hopes to have more answers before long. The important thing is for the lithographer to be aware of these problems and know that something is being done to improve the quality of his product.

Lawson, Miehle Stage Open House

Lawson Co. and Miehle Co., both divisions of Miehle-Goss-Dexter, Inc., christened new Atlanta offices and showroom with an open house and demonstration last month for members of the southeastern graphic arts industry. The new office is located at 595 Wimbledon Rd., N.E., Atlanta.

Evidence of the increasing interest in the form and makeup of annual stockholders' reports issued by firms was shown by the large attendance at a display of "The Best of 1957," given by Wetzel Bros. at their printing and lithography plant at Milwaukee. Shown viewing samples of stockholders' reports are (l. to r.) Arthur Wetzel, president, Wetzel Bros.; V. R. Tate, vice-president, Perfex Corp.; R. N. Stearns, president, Stearns Electric Co.; Willis G. Sullivan, president, Krause Milling Co.; Reginald Nelson, member, Whyte-Hirschboeck-Minahan, law firm; Walter Kieckhefer, president, A. H. Weinbrenner Co. The display attracted many visitors from all Wisconsin and northern Illinois.



General Chairman William H. Bulkeley (l.) opens first New England Lithographic Technical Film Forum at Hamden, Conn. Looking on are David J. Gandelman, forum committee member, and Michael H. Bruno (r.), research director, Lithographic Technical Foundation. The forum was cosponsored by Graphic Arts Association of Connecticut and Printing Industry of Connecticut. Six films were shown.

600 Attend New England Technical Forum

By L. H. (Hal) Allen, Eastern Editor

More than 600 graphic arts craftsmen and executives from four states attended the first New England Lithographic Technical Forum Nov. 28-29 in Hamden (Conn.) High School. They saw the first screening of the Lithographic Technical Foundation's movie version of forums previously staged in closed-circuit television style. Sponsoring this double-first event were the Graphic Arts Association of Connecticut and Printing Industry of Connecticut.

It was a smooth-running affair reflecting thorough planning by a committee whose general chairman was William H. Bulkeley of Connecticut Printers, Inc., Hartford. Color films detailed how to make better halftones and surface plates; deep-etch platemaking; handling plates on the press; paper troubles on the press, and how to avoid ink trouble.

Supplementing the six-film program were talks and demonstrations by LTF research manager Michael H. Bruno and

Frank Preucil, supervisor. They shared latest information on color reproduction and masking, seeing light and color, bi-metal and other plates, and the use of instruments to make jobs better.

After the question-and-answer period on the second afternoon, Mr. Bruno handled the "crystal ball" assignment. He brought his listeners up to date on current research and developments that may come in the future.

"The days of grain and counter-etch are numbered," he said. "Precoated plates are going to be the thing in the future. A great deal of research is being done with respect to dampening, and the industry will see changes in dampening systems in the not too distant future."

After-forum remarks by attendees, who represented a cross-section of the New England litho industry, "proved again the old adage that you can't satisfy everybody despite the nature of your effort," expressed by Haige J. Garabedian, executive secretary of the Graphic Arts Association of Connecticut. "Some neophytes contended that part of the material was over their heads. Some old-timers thought that certain subjects were treated on too elementary a level. The majority of those present called it the most valuable graphic arts education program they had ever attended. Generally speaking, it was a most successful educational venture, which achieved its basic objective by acquainting a large group of graphic artisans with the latest authentic information."

Committeemen serving with Mr. Bulkeley were Edward B. Davidson, Davidson & McKirdy Co., Hartford; David J. Gandelman, City Printing Co., New Haven; Alfred M. Jensen, Travelers Insurance Co., Printing Division, Hartford; Bernard A. Steinbach, A. D. Steinbach & Sons, Inc., New Haven; William J. Keating, Printing Industry of Connecticut, and Mr. Garabedian.



Ralph D. Cole Chairman Of Eighth Litho Awards

Lithographers National Association's promotion committee chairman Edward K. Whitmore, president of Oberly & Newell Lithograph Corp. of New York City, has announced the appointment of Ralph D. Cole as committee chairman of the trade organization's Eighth Lithographic Awards Competition and Exhibit. Mr. Cole is president of Consolidated Lithographing Corp., Carle Place, N.Y. His committee met in New York on Nov. 26 to choose judges who will evaluate entries during the latter part of this month.

LNA headquarters has mailed 35,000 four-color announcement brochures and 100,000 entry blanks. They were addressed to national advertisers, advertising agencies, designers, trade associations and others throughout the country. Jan. 10 was the deadline for entering material.

Heads TAGA Convention

Charles C. Bohrer, superintendent of the Western Lithograph Co., Los Angeles, has been named chairman of the tenth annual meeting of the Technical Association of the Graphic Arts, scheduled for June 23-26 at the Beverly Hilton Hotel in Los Angeles.

On Sunday, June 22, the board of directors and officers will meet to handle current business. Technical papers will be presented on June 23, 24 and 25, while June 26 has been set aside for plant tours.

Virgil P. Barta, technical director of the Graphic Arts Division of the Technicolor Corp., Burbank, Calif., is TAGA president.

NAP-L Directors to Meet

Directors of the National Association of Photo-Lithographers will hold their mid-year meeting May 16-17 at Hotel Commodore in New York City.

Members of the Lithographers National Association Awards and Exhibit committee who named panel of judges for Eighth Lithographic Awards competition are (front row, l. to r.) R. R. Heywood, K. E. Heinrich, Charles L. Audette, Alfred Soman, Chairman Ralph D. Cole, James G. Strobbridge; (standing, l. to r.) LNA Promotion Director H. W. Morse, A. J. Gross, A. H. Meyer, LNA Executive Director Oscar Whitehouse, Gurdon Simmons, Thomas Willis, and Douglas J. Scott

Retires Kansas City Posts

Malcolm G. Pittman was given a farewell luncheon recently in Kansas City, Mo., upon his retirement from the Associated Lithographers where he had been chairman for 11 years. He was an officer and director of the Graphic Arts Association and a director of the Lithographers National Association. He also resigned as sales representative of Spangler, Inc. His new position is general manager of the Douglas Printing Co., Jacksonville, Fla. The luncheon was attended by 60 members of the Graphic Arts Association and the Associated Lithographers.

Farewell luncheon and a watch were given to Malcolm G. Pittman on retirement from chairmanship of Associated Lithographers and from the Graphic Arts Association, Kansas City, Mo. Shown are (l. to r.) S. D. Goller, AL chairman; Paul Fifield, arrangements committee member; Mr. Pittman; W. F. Ashcraft, president of GAA



Judging in Lithographic Awards Contest Jan. 27

Judging of entries in the Eighth Lithographic Awards Competition and Exhibit sponsored by the Lithographers National Association is slated for Jan. 27 in New York City.

Thirty-six experts in lithography, advertising, production and commercial design were named last month to serve on six teams scoring specimens in 48 classifications for their lithographic quality, art, design and functional value.

An awards catalog listing credits and illustrating all winning entries will be ready for distribution on April 27 at the LNA convention in the Arizona Biltmore Hotel, Phoenix. The catalog will be mailed to 25,000 national advertisers, agencies and lithographers and distributed at local showings of the traveling exhibit in principal cities throughout the year.

LNA Main Offices Move

Executive offices of the Lithographers National Association were moved last month from New York City to 1025 Connecticut Ave., N.W., Washington, D.C.

Oscar Whitehouse, executive director, is located at the new address and Quentin O. Young, labor relations director, is directing his staff activities from there. Also functioning from executive quarters are the Cost, Accounting and Financial Management Committee, the Bank Stationers' Section and the Platemakers' Section.

The association has opened an eastern branch at 597 Fifth Ave. in New York City. Herbert W. Morse, promotion director, is in charge of this office. Facilities there are being used for serving eastern members and for conducting the Lithographic Awards Competition and Exhibit, the general information service, and the affairs of the Lithographic Promotion and Book Committees.

Second Color Reproduction Clinic Staged by LTF at Glessner House

The Lithographic Technical Foundation staged a second color reproduction seminar Dec. 9-10 at Glessner House in Chicago. The first two of eight additional clinics planned for 1958 are dated for Jan. 27-28 and March 17-18, also at Glessner House.

A recent issue of LTF's bulletin pointed out that "making accurate and useful color evaluations is a complicated task. Our writings on this subject simplify procedures, but their application to specific problems in individual plants sometimes becomes lost. The seminars were launched as an aid to craftsmen in putting LTF information to work in their plants.

"Technical information compressed into the two days is of most value to men with thorough knowledge of color separation, correction and reproduction problems, preferably men who actually do or supervise photographic work. Informal sessions consist of discussions, demonstrations and practice" based on analyses showing where and how to control process color work.

Those attending the seminars must prepare color samples in their plants in advance. This includes the printing of process color test material such as the LTF color chart, color test strip or similar color bars, and making densitometric readings and calculations from them. Registrants receive advance information on how to do this and prepare generally for the sessions. Seminar subjects include:

Syracuse Craftsmen's Club Sponsors Litho Shop Forum

The Syracuse Club of Printing House Craftsmen is sponsoring a Litho Shop Practice Forum Feb. 21-22 at Hotel Syracuse. Mort Poltenson, cochairman, forecasts large attendance of local printers and others coming from points throughout upper New York State.

The Lithographic Technical Foundation color movies with synchronized sound will detail such subjects as seeing light and color, color reproduction and masking, how to make better halftones, paper troubles on the press, avoiding trouble with ink, and how the use of instruments makes jobs better.

Wade E. Griswold, LTF executive director; Michael H. Bruno, research manager, and Frank Preucil, research supervisor, will be on hand to answer questions. As customary at LTF movie forums, Mr. Bruno will fulfill his "crystal ball" assignment by updating all comers on current research and forecasting future technological developments.

Subtractive and additive color theory fundamentals affecting choice of inks, papers and halftone screens; use of the densitometer; calculating and recording ink trapping, additivity, mask factors, strength and efficiency; shortcomings of commonly used inks; use of preselected balanced inks for almost perfect masking; collection and analysis of data on inks, paper, methods and equipment to set up the most efficient masking system; when simple masking will and will not work; methods of correcting the black printer.

Limiting each group to ten assures ample time for solving individual plant problems. Plans for other seminars meeting the needs of pressmen and ink suppliers are under way.

'Sheet Control on Offset Press' Newest LTF Visual

The Lithographic Technical Foundation's latest sight and sound demonstration of improved offset methods and techniques is Audio Visual No. 17, "Sheet Control on the Offset Press." It rounds out the press series covering "Inking and Dampening Systems," "The Printing Unit of the Offset Press," and "Packing Cylinders of the Offset Press."

The new film and recording demonstrate how to handle paper before, during and after running to prevent or overcome press troubles. Said Charles Shapiro, LTF educational department manager: "While sheet control is a topic of very wide scope, the Audio Visual coverage and supplementary discussion notes adequately demonstrate the basic principles involved."

These AV's show "old hands" how to make use of latest developments. They give new men a solid lithographic background. With each of the 17 films and recordings come notes for each viewer, plus data and suggestions for the person

acting as operator or instructor. Prices for LTF members are \$45 for one Audio Visual, \$300 for ten. Prices for nonmembers are \$65 for one, \$500 for ten. LTF points out that "prevention of trouble on just one job can easily pay the whole bill."

Subscribers may provide their own 35-mm film strip projector and 33 $\frac{1}{3}$ rpm record player or get this equipment from LTF for \$125. This includes an amplifier and speaker for the record player. The films can be enlarged to any desired size and may be projected on special screens or any white surface such as cardboard or clean walls. A folder listing all audio-visuals is available from LTF at 131 East 39th St., New York 16.

Azoplate Corp. Observes 5th Year With Plant Move

Azoplate Corp., manufacturer of presensitized lithographic plates, is celebrating its fifth anniversary with plans for expanding its technical sales staff and moving from Summit, N.J., to a larger building in nearby New Providence, N.J., according to F. W. von Meister, president.

One of the Englehard Industries, Azoplate was formed by purchase of the Keuffel & Esser Co. lithoplate department. K&E, whose reproduction department Mr. Meister headed, had entered the lithographic field primarily to manufacture engineering supplies and equipment. That was in 1947 when the U.S. Army sought development of a German process for making presensitized litho plates.

In 1953 Azoplate introduced the first grained aluminum plate, which was designed to eliminate scratches, provide better control of ink-water balance, and to be more adaptable than nongrained plates to the techniques and press equipment of previous zinc plate users. Later in 1953 Azoplate brought out the first grained aluminum positive working plate. It is used for color proving and as an alternative for deep-etched plates.

The company also developed an office duplicate acetate or paper plate designed for more economy than previous plates.

Members of the New York Employing Printers Association Lithographic Cost and Production Committee seen at a recent meeting are (l. to r.) Herman Segal, Consolidated Lithographing Corp.; Stanley Brose, Brose Offset Lithographic Corp.; Donald L. Terwilliger, D. L. Terwilliger Co.; Seymour Udell, Advertisers Offset Corp., chairman; Samuel D. Brown, Jr., NYEPA staff, committee secretary; Ransford T. Triggs, Triggs Color Printing Corp.; Edward Blank, Publishers Printing-Rogers Kellogg Corp.



BOOKS FOR THE PRINTER

The Inland Printer maintains a Book Department and copies of the Book List may be obtained by writing the magazine, 79 West Monroe St., Chicago 3, Ill. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 35c handling charge

Colour and Colour Measurement In the Graphic Industries

By VICTOR LETOUZEY (Pitman Publishing Corp., 2 W. 45th St., New York 36. \$6. Published in England).

This book has been written to make printers aware of the fact that color can be measured and the advantages of such measurement.

Additive and subtractive systems, physics of three-color mixture, and definition of color are among the topics covered in the first part. Part two discusses photoelectric instruments such as the spectrophotometer, the photoelectric comparator, and the Kelvinometer.

Practical examples of color measurement in the graphic arts and observations on some color measurements are contained in parts three and four. Graphs and color charts are included.

V. G. W. Harrison, director of research at the Printing, Packaging and Allied Trades Research Association, London, translated the book from the French.

Proceedings of PATRA Rotary Letterpress Conference

(Printing, Packaging & Allied Trades Research Association, Patra House, Randalls Rd., Leatherhead, Surrey, England. \$1.47 to members, \$2.10 to nonmembers.)

The eight papers presented at the conference and the discussions on them have been published in this book. Topics covered include a general survey of rotary letterpress, electronically-engraved plates, rubber and flexible plastic plates, metal plates, stereotypes and electrotypes, sheet-fed and roll-fed machines, and offset letterpress printing.

Lettering Simplified: A Manual for Beginners

By RAND HOLUB (THE INLAND PRINTER Book Department. \$4.10).

Basic strokes and construction of capitals, lower case, italics, numerals, and symbols are simply explained and illustrated. The beginner is encouraged to use his pencil freely in developing his lettering ability. Some attention is given to spacing and serifs.

Tax Guide for Small Business, 1958 Edition

(United States Government Printing Office, Division of Public Documents, Washington 25, D.C. 35 cents.)

The Internal Revenue Service has published this tax guide for filing 1957 tax returns. Federal tax questions on corporations, partnerships and sole proprietorships are answered in layman's terms with explanations of tax results from buying, starting, operating and selling a business. New rules, illustrations and examples have been added to this edition. A tax calendar for 1958 and a check list of tax liabilities of interest to the person starting a business are included.

Abridged Scientific Publications From Kodak Research Laboratories

This 33rd volume contains abridged articles previously published in 1951 in standard scientific journals. A wide range of technical subjects accompanied by pictures and graphs fills almost 600 pages.

"The Penetration of Light Into Paper and Its Effect on Halftone Reproduction," "A Simple Photoelectric Densitometer

for Black-and-White and Color Measurements," and many other articles on color, photography, light, and additional topics are included. The book is published by Eastman Kodak Co., Rochester, N.Y.

Photojournalism

By ARTHUR ROTHSTEIN (American Photographic Book Publishing Co., 33 W. 60th St., New York 23. \$5.95).

A plenitude of remarkably effective photographs exemplifies the subject of this book. Pictures taken from the time when cameras were first in use up to the present, show the different approaches, effects and values of photography used in journalism.

The drama of a news photograph such as the raising of the flag at Iwo Jima is compared with other flag-raising events which make relatively uninspiring scenes merely because the moment of drama was lost or was overlooked. Creative images formed by multiple exposures and other camera methods show how the feature photograph can be developed.

How the picture story comes into being is discussed and illustrated as are such aspects as photographic narration, equipment and techniques, and assigning and selecting pictures. The author is the technical director of *Look* magazine's photographic operations.

Work Simplification

By GERALD NADLER (THE INLAND PRINTER Book Department. \$6.85).

The principles and techniques of work simplification are defined in detail with illustrations, graphs and charts to further clarify the subject. Work activity has been analyzed to such fine points as the most efficient hand motions, standing, kneeling, and other movements used.

The book can serve as a text in training supervisors and other personnel in the

Gordon L. Monsen (at left), president of Monsen Typographers, Chicago, and J. S. Mertle (next to him), president of Mertle Publishing Co., Chicago, are coauthors of *Photomechanics and Printing*, new graphic arts book reviewed in *The Inland Printer* for November (page 74). Jay Doblin, director of the Institute of Design, Illinois Institute of Technology, Chicago, here congratulates the authors at dinner on publication date. Van Allen Bradley, Chicago Daily News book editor, is at the right



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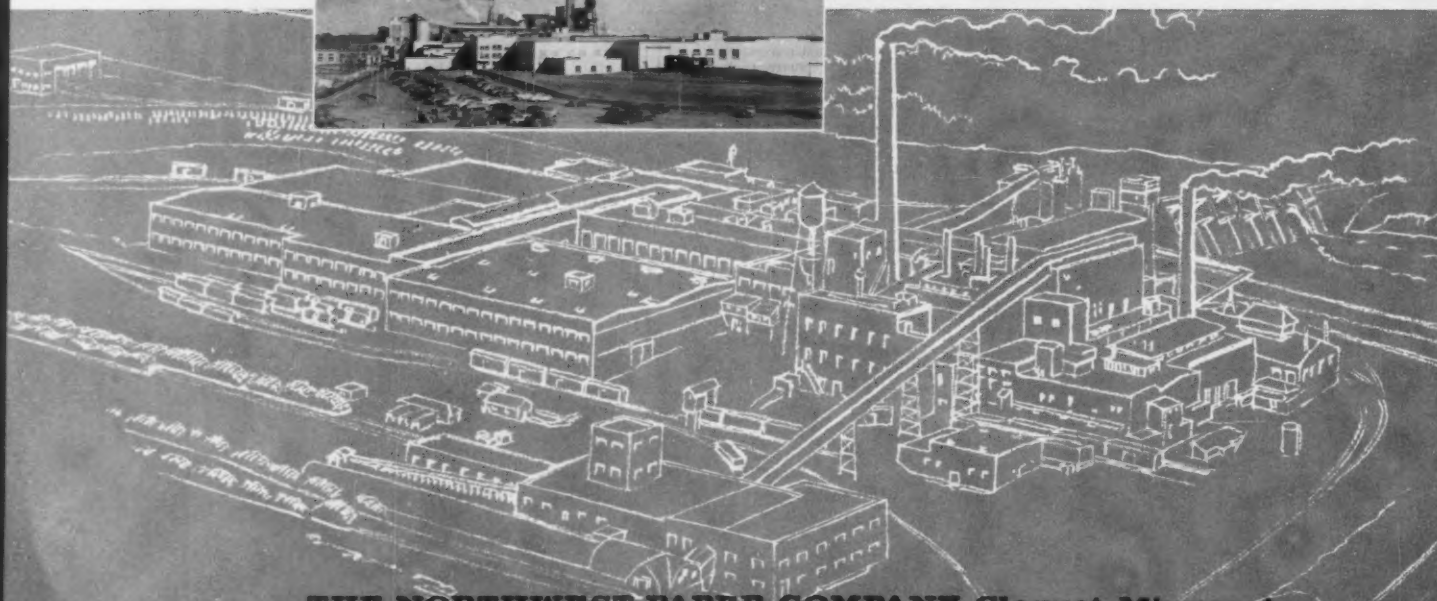
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scientific approach to achieving increased productivity, reduced fatigue, more safety and less waste. Recent advances in the work simplification field which utilize scientific measurement devices and more detailed symbols for charting work movements have been included.

Study of a Simplified Method For Building Budgeted Hourly Cost Rates in a Lithographic Plant

(National Association of Photo-Lithographers, 317 W. 45th St., New York 36. \$25.)

This relates to almost all lithographic equipment. The book covers both manufacturing and all-inclusive hourly rates for 60, 75 and 85 per cent of one-shift productivity and for all two-shift press equipment. All elements of each rate are detailed. Computation of overtime rates for straight-time, time-and-a-half and double-time wages is outlined. Items actually consumed as direct supplies in various departments are shown. Budgeted hourly cost rates for a typical small plant with three small presses and photomechanical equipment are set up, with capital investment, productive hours, wage, administrative and selling expense outlined in full detail.

Printers and Technology

By ELIZABETH FAULKNER BAKER (Columbia University Press, 2960 Broadway, New York 27. \$7).

A documentary history of the International Printing Pressmen and Assistants' Union is presented with the history of the printing industry as background. The effects of the introduction of power-driven presses before and after the invention of the Linotype are sketched.

The book traces the development of the union as caused by specialization within the industry and the break from the International Typographical Union in 1889 made by the pressmen and followed by bookbinders, stereotypers, etc. The pressmen's gains under George Berry and other union leaders are analyzed. The author raises questions about the permanence of printing craft unionism because of present progress in most of the printing processes.

Do-It-Yourself Publications

By GRACE E. LANGDON and MARY ALICE TURNER (Miss Grace E. Langdon, 101 Agricultural Hall, College of Agriculture, University of Wisconsin, Madison 6, Wis. 50 cents).

The publishing described in this booklet is for using office offset and related printing methods. Proportioning copy to space, setting body and display type, making pasteups, using color, and comparing basic printing methods are some of the topics covered. Illustrations are included to help the editor put his office duplicating equipment to best use.

The Inland Printer Announces A Business Card Contest

Here Are the Rules

1. Design is for two-color business card. Use only the copy printed below.
2. Size of card is to be 3¼x2½ inches.
3. Use any type faces, type ornaments, tint blocks, or rules but no special art or cuts.
4. Use not more than two colors of ink on white stock. No embossing permitted.
5. Submit 6 proofs in actual colors as your finished card. Submit 6 black-and-white reproduction proofs of EACH color form for IP's use later.
6. Write your name and address on the back of only ONE of the finished cards.
7. On separate sheet of paper give name and size of type used, name and size of ornaments and rules, any other pertinent information. Be sure your name and address are on this sheet.
8. Mail your entry flat, NOT folded or rolled, to
Business Card Contest Editor
THE INLAND PRINTER
79 West Monroe Street
Chicago 3, Illinois
9. Contest Deadline: MARCH 31, 1958.

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Chicago 3, Illinois

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Phone): RAndolph 6-2802

These Are the Prizes

First Prize	\$25
Second Prize	\$20
Third Prize	\$15
Fourth Prize	Three-Year subscription to The Inland Printer

**Six Honorable Mention Prizes of One-Year
subscriptions to The Inland Printer**

CONTEST DEADLINE: MARCH 31, 1958

LESSON OF MONTH FOR COMPOSITORS

• Thousands, we're sure, wince with us at sight of a program like the one below, handled in the all but universal way. Numbers on such programs, to be specific, are set flush left and names of associated performers or authors flush right, leaders connecting the two parts in each line. The need to accommodate a long title normally means an extremely long row of dots in lines with short titles. Results from the variable strings of leaders are two, (1) a design of two definite, widely separated parts, destroying unity, and (2) an area of white between left and right parts which is practically always displeasing of

Cover Inconsistent With Text Pages

LONDON SCHOOL OF PRINTING OF London, England.—Text pages of your 1957-58 prospectus are well handled and are neat. That part in the smaller type is a bit tight-spaced and the lines verge on being too long to follow with ease. The side margins are wider than normal for a 5x8½-inch page, and that tends to save the situation, what with a page too narrow for two columns. It is obvious that the type was chosen for its readable qualities rather than its esthetic appearance. This is essential when size must be comparatively small. That is not to imply

the side of a type piece with one nick. This unit is repeated elsewhere in yellow and white (paper) and the numbers "19," "57" and "58" appear in black against yellow in panels. We are of the opinion that "19" belongs with "58" as well as "57." The order of display is, in our opinion, improper. Figures appear in the biggest type of the page, with "Prospectus" at the left of them, in yellow against dark yellow, grayed by benday. The name of the school is in the smallest type of all, in black against red near the top of the page. In view of the much bigger figures some space below, it is

The Program

GOIN' TO SHOUT ALL OVER GOD'S HEAVN Spiritual
MY LITTLE BUCKEROO Jerome
HIKING SONG English Folk Song
MY BEST TO YOU Jones
THE ARKANSAS TRAVELER American Folk Song
THE JUNIOR HIGH CHORUS

TRAIL TO MEXICO Cowboy Song
JOSHUA FIT DE BATTLE OF JERICHO Spiritual
SERENADE MEDLEY College Songs
THE BOYS' CHORAL CLUB

THE LOST CHORD Sullivan
WHERE IN THE WORLD Arr. Ades
THE MAN I LOVE Gershwin
CLAP YO' HANDS Gershwin
THE GIRLS' CHORAL CLUB

GLORIA IN EXCELSIS (Twelfth Mass) Mozart
NOW THE DAY IS OVER Barnby
I'M A-TRAMPIN' Spiritual
OLD MAN NOAH College Song
COMIN' THROUGH THE RYE Arr. Simeone

THE CHORUS
SELECTED NUMBERS THE DANCE BAND
SALUTATION MARCH Seitz
BIG ROCK CANDY MOUNTAIN Dedrick
CACHUCA-SAMBA Morrissey
SWEET BETSY FROM PIKE Kinyon
PROMOTION MARCH Chorus
THE JUNIOR BAND

FLYER MARCH Weber
HIGH BARBARY Jackson
CREOLE LULLABY Morrissey
TROMBONE TOBOGGAN Weber
COPA CABANA Walters
THE THUNDER Sousa
THE BAND

The Program

Musical Selection Mrs. Jack M. Taylor

"Intermezzo", Massenet

Processional

(Audience will stand as class marches into auditorium and remain standing until after the invocation)

Invocation Rev. Jack Parthemore

Welcome Address Barry G. Bollinger

Musical Selection

Gail Alwine, Earl Books, Judy Otto, Carol Mills

"On Wings of Song", Mendelssohn

Student Address

Hilda E. Bubb

Musical Selection

Mixed Vocal Ensemble

"Give Me Your Tired, Your Poor", Berlin

Introduction of Speaker

Jan M. Wiley

Address

Dr. Philip Lovejoy

Presentation of Senior Class

Mr. M. Luther Scott

Presentation of Diplomas

Mr. George H. Knisely

Presentation of Awards

Mr. Dale W. Smith

Alma Mater

Class of 1956

Benediction

Rev. Ralph Greiman

(Audience will remain standing until graduates reach the rear of auditorium)

Recessional

(Please refrain from applauding while diplomas are being presented)

THE CAST • in order of their appearance

Envelope Sycamore EILEEN WEIGARD
Eadie FRANCES DRAKE
Ruth JUDY SLOTHOWER
Paul Sycamore MARK KING
Mr. De Pinna KENNETH FORTNEY
Ed JOHN MILLER
Donald TYRONE CUTLIP
Martin Vanderhof GLENN MCKEEVER
Alicia DIANA HUDSON
Henderson WAYNE SPAHR
Tony Kirby ROBERT MYERS
Marie Kelenkhan RONALD WALLACE
Guy Wellington CAROLYN REBERT
Mr. Kirby ARTHUR RIDER
Mrs. Kirby KAY SMITH
Sour Men MELVIN YODER
JAN FEE
GENE GRACE
RONALD STUM

Oiga TILLIE SLYDER

outline. To avoid so many leaders, a long title starting a line is set on two in a narrower measure, of course, and that's worse.

R. Randolph Karch, able, thoughtful printer at Dillsburg, Pennsylvania, not only deplores the conventional practice, but does something about it, constructively, all disclosed by the other two programs. He reverses the procedures, sets the left-hand parts flush right and the right-hand parts flush left. While the outline presented by all lines as a group may not be ideal, our view is that far more often than otherwise, the outline will be better than that formed by rows of leaders, and unity is guaranteed.

Karch, in addition, avoids the dull flatness of the conventional program by setting titles in different and maybe bigger type than used for performers on right.

that the style is displeasing, only simple and plain (clear) as it should be. Inversely, styles deservedly noted for their esthetic charm require a size of at least 10-point, better yet, 11-point, in order that the quality will register. The cover design is rather shocking, considering the source, and reminiscent of the over-fondness for geometric forms rather widely embraced in this country a generation ago. Units of all manner of shape, figuratively at least, in all manner of colors, form a background for and overpower the little type of the page. The pattern is suggestive of what we used to dub a "crazy quilt," made up of scraps of cloth of odd shapes and many colors sewed together. If there is any significance in the grouping of odd shapes, we can't see it, although the repeated unit printed in black does suggest

easy to miss the name. With so little copy, it is a moot question whether "Prospectus" or the name should be larger. Both might be much bigger, perhaps of an equal size with a change of style, as from roman to italic. The "1957-58" is not to be considered anything but incidental. The dates are again over-emphasized on the title page, which suggests flying apart. Certain designs may be located near the bottom of the page, violating balance for sake of, shall we say, action, but such should be close-knit, not of widely separated and comparatively small parts. The presswork is excellent; as a matter of fact, it's of the better commercial grade. Why don't you send more of the things you do, not so much that we are sure to help you as because seeing something you turn out reproduced here will help others.

Items submitted for review must be sent flat, not rolled or folded. Replies cannot be made by mail

Color Printing Symbolized

THE MILLER PRESS of Jacksonville, Fla.—It must have been quite a thrill to see your four-color letterhead and envelope as the spotlighted feature in a page color advertisement of the Gilbert Paper Co. in *Fortune* and *Dun's Review*. When, on top of that, it was selected as one of "The Big Ten" from among 1,300 entered in a lithography

the letterhead design is a row of two-pica squares in the upper left-hand corner, spaced slightly apart and loosely arranged up and down rather than being in line. It is printed respectively in red, gray, blue, yellow and black. It was reproduced in this department some months ago in black and one color, all we could possibly do to give the general idea. If any reader's interest is incited or renewed in view of the foregoing, he should check past issues and study the design again. Spot-lighting achievement and thereby inspiring ambition to do likewise is as much a province of this department as telling a reader his job would be better if, to use a crude example, a lead were taken out here and put in there. This is especially so when attention is directed to outstanding recognized work. You would have been amiss had you not promoted the citation. You did so



THE LOVE of PRINTED THINGS

By CLYDE B. MORGAN

Yes, I'm sort o' bookish,
Loving printed things,
Loving type and paper,
'Round which beauty
[clings.

Loving fine old woodcuts,
And a chapter head,
And a fine initial
With a touch of red.

Imprints of the masters,
Colophons so rare,
All reveal the craftsman,
And a world of care.

Type of grace and power,
Of a bygone age,
Tell their tales eternal
On the printed page.

And I'll love them always—
Sort o' bookish quite—
Revelling in these treasures,
Finding real delight.

But I'm so contented,
When I think of them,
I would rather have this love
Than a diadem.

Bookish! ah, 'tis truthful,
And I shall confess,
Nothing here on mother earth
Brings more happiness.

Type, initials, borders,
Paper, ink, divine,
What on earth is greater
Than this love of mine.

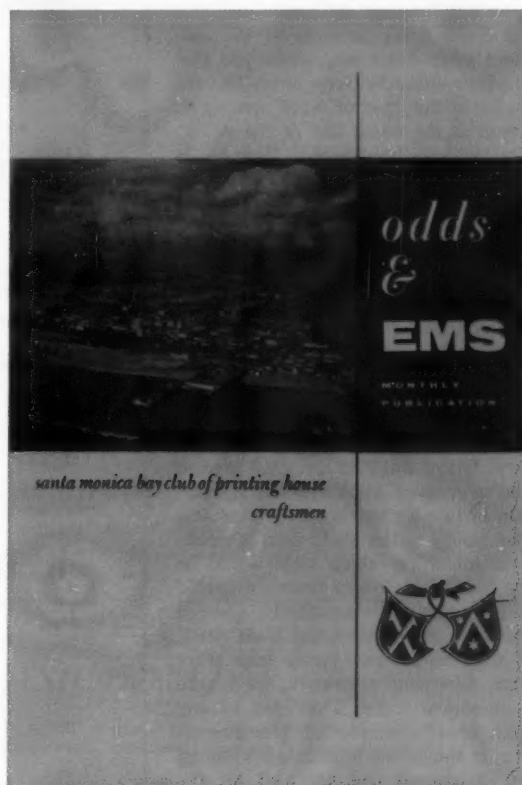
Third page from letter-size folder, front of which bears Christmas greeting of old friend John M. Murray, for years before retirement an honored teacher of printing at Los Angeles. Poems about printing by the author, then of Rockford, Illinois, were published 25 years ago in *THE INLAND PRINTER*, so this may have been. Original is in black and red on toned paper

competition sponsored by Minnesota Mining and Manufacturing Co., and displayed at the Waldorf-Astoria hotel in New York, it would not be strange if you "walked on clouds." The design is the simplest and most striking stationery we recall ever having seen used by a printer to show four-color printing as his forte. The keystone of

admirably on the 6x8-inch French style folder on the inside of which (sheet size, 12x16 inches) you reproduce the *Fortune* page full size and in full color by your offset methods with appropriate promotion below. Doing the folder ourselves, we would have dominated the front page with reference to the achievement. Typographi-



First sight of this striking cover from ever excellent bulletin of Baltimore Craftsmen brought to mind an old-time favorite melody, "Shine on Harvest Moon," so it's obviously appropriate to Thanksgiving. With pumpkin orange, greater striking power seems doubtful



Jerry Flood, secretary of the Santa Monica (Calif.) Club of Printing House Craftsmen, helped toward reproduction of bulletin cover above, original of which, of interesting modern layout, demonstrates what colored papers may contribute toward striking effects with only one color printing. Emblem in gray, not a color, might as well be black

cally, you treat it all casually. It would seem you specialize in vacation folders replete with four-color illustrations which you handle very well indeed by offset. You seem to keep modern in type equipment and the work is regularly well laid out design-wise.







Improper Whiting Out

COLOR ART PRESS, Oakland, Calif. —You have a flair for interesting and unusual layout, noticeable, for some reason, on business cards more than any other form represented in your latest package of specimens. Those who think the small sizes of the cards restrict one to humdrum arrangements of centered lines should see how you break up the type for the left and right sides along a vertical axis designated by a rule or only by the point lines on the left set flush right to meet those on the right flush left. The vertical axis treatment gives a feeling of life and interest. Two of your cards, illustrating the treatment, will be reproduced in the issue in which this item appears or the next. All who read this are urged to see them. We see no merit in the form of arrangement followed on your own card on which the three words of your name are printed over rectangular solid color panels a bit larger than the words. These panels appear along the left side of the card, while the small type is arranged in a column, flush right on that side. The wide expanse of open space between the printing is not pleasing and unity is entirely lacking. As a rule, you put too much space between words, and, more often than not, when you err, too little space between lines. The extreme in the case of word spacing is found in the name line of the A. W. Ebright letterhead where there is at least double the amount of necessary space following initials. Don't forget that a period is almost equivalent to a space of even width, and that where periods or other points appear somewhat less spacing should be put in than between words without them.

Presswork Tops Typography

ST. PETERSBURG PRINTING COMPANY, St. Petersburg, Fla.—Congratulations, friends, on your 25th anniversary. We've watched the great growth you've enjoyed. With a minor reservation or two we can honestly congratulate you on the 9x12-inch French-style folder on which what would be the four inside pages there's a spread with numerous beautifully printed halftones of machines and plant views. If the design and typography were super like your presswork, we'd bake a rhetorical cake. The idea of the front cover is wonderful. The foundation is the silver impression bleeding off all around and reversed for the lettering of the title, "25th Anniversary," near the top which appears in blue as if outlined with white, supplied by paper. There is a large irregular white area—cloud-like with a sug-

DECORATORS SAVE SPREADS FROM DULL SIMILARITY


 <p><i>In what types of securities does the Fund invest?</i></p>	 <p>The Fund mainly invests in the securities of companies which in the judgment of the management will reflect the long term development of Canadian industry and resources. Common stocks listed on the Montreal, Toronto and Canadian Stock Exchanges form the major portion of the Fund's assets. No more than 5% of the Fund's assets may be invested in the securities of companies which have been in operation less than three years.</p>
 <p><i>How much does it cost the shareholders to operate the Fund?</i></p>	 <p>The Fund pays its investment adviser, Scudder, Stevens & Clark, Ltd., a fee at the annual rate of 1/4 of 1% of the Fund's average net asset value. Out of this amount, in addition to providing full investment supervision and research facilities, Scudder, Stevens & Clark, Ltd. pays the compensation and expenses of the Fund's officers, directors and executive employees. The only additional operating costs borne by the Fund are nominal, related chiefly to custodian, transfer, legal and auditing expenses.</p>
 <p><i>What are some of the other more important restrictions on the Fund's investment policy?</i></p>	 <p>The Fund may not:</p> <ul style="list-style-type: none"> Own more than 5% of the voting securities of any company Invest more than 5% of its assets in companies less than three years old Buy securities on margin, or make short sales Borrow money in excess of 5% of its assets, and then only as a temporary measure Engage in the purchase or sale of real estate or commodities

Without aid of illustration, but wanting "Q" and "A" pages of booklet interesting to look at and emphatic, not flat, Mutual Fund of Canada asked Igor delissovoy, designer, if he could vary treatment so no two of twenty spreads would look at all alike. He could. Despite the myriad of type styles and potentialities of ornament, it

was no easy task within the bounds of good appearance, but the three characteristic spreads shown (reduced) above demonstrate delissovoy's skill, suggest ideas for treatment of initials which should stimulate others. Several different colors are alternated through the booklet, one of these—light, bright orange—featuring striking front page design

We **COMPLETE** the chain...

Paul's back!



Either Portland's Paul O. Giesey couldn't "take" retirement or the company missed him too much—maybe both—so able, well-known typographer's return to duty was announced by folder above. Halftone appears on extension of the back leaf

gestion of vignetting all around near the bottom. Within this a large sky view of your plant appears in color. Really, it is a fine idea. However, contemplate the page a moment and see if you don't agree that the illustration and "1957," in the lower left corner, crowd the bottom of the page. There may be a point in so much open space above the picture, and we like the wide-open spaces in printing as well as in the out-of-doors, but a little less here would carry the idea. Viewers do note, perhaps unconsciously, such decided variations as are represented by the areas above and below the picture. Knowingly or otherwise, most of them have a feeling for proportion. The lettering of the title does very well, but it shows the uncertain hand of one relatively inexperienced. The line swing is not as smooth and graceful as that of a professional. When top-grade lettering can not be obtained, our recommendation is to use type, even though it requires proofing and blowing up. Doing so much fine work as you do, we suggest looking up one of the phototyping organizations. Their designers, as well as those of the type foundries, are super-expert. Back to the matter of type, it seems that generally you do a lot of business with just two display types, Bodoni Bold and sans serif. Much newer, more stylish and interesting styles are to be had. One of these, the Lydian series, is both versatile and very attractive.

Design, Offset Printing Scores

ALDUS PRINTERS, New York.—We've regretted seeing so little of what you do for we have heard you rated as one of the country's top-flight printing organizations. If proof were needed, it could well be your latest promotion, a four-page 9¾x11¾-inch folder enclosing a 16-page signature from a limited edition book, *Ralph Walker, Architect*, which you produced. The fact that one sees a lot of the paper of both the folder and the signature causes us to realize and appreciate anew the big part paper may play in the quality and character of printing. The grayish-green cover stock of the folder has the finish, texture and the feel of the hand-made kind. If any printer isn't aware of that significance, he'd better acquire and study some samples. The only printing on the front is two lines of Bruce Rogers' Centaur type, the first "Ralph Walker" in 42-point caps and the second, "Architect," in 36-point italic upper- and lower-case. The lines are well apart and flush right. These are spotted well below the center of the page and are well toward the right-hand edge, 1¼ inches from it to be exact. This informal, irregular, position is justified in this instance. One reason is that two-line groups, so reserved, might be said to need it for interest. An increased effect is had from the beautiful paper. Can one imagine these lines on plain white, possibly coated paper? The wide spacing of lines of your promotion on the second cover, and decidedly wider than common margins along the left, enable the paper to be, as Strathmore tries so valiantly to tell printers, "part of the picture." Even on the pages of the book signature, wide margins and open composition permit making the most of Strathmore's extremely heavy weight Pastelle book stock, white of course. On the

LETTERHEADS



THE DRAKE PRESS

PRECISION

GRINDING WHEEL COMPANY

PHILADELPHIA 35, PENNSYLVANIA

Smucker Studio

43 NORTH MULBERRY STREET · MANSFIELD, OHIO · PHONE 8400-6



CHILDREN
BRIDAL PHOTOS
WEDDING CANDIDS
COMMERCIAL
DIRECT COLOR

world politics
American
foreign policy
American
democracy
European
foreign policy



the CHICAGO WORLD POLITICS PROGRAM

116 SOUTH MICHIGAN AVENUE · CHICAGO 3, ILLINOIS · TELEPHONES STate 2-9224 · RAndolph 6-3860



NATAL BUILDING SOCIETY (PERMANENT)

HEAD OFFICE 306 SMITH STREET DURBAN NATAL SOUTH AFRICA

Please address your reply to the General Manager P. O. Box 947

TELEPHONE 21561 · TELEGRAMS NATALENSIS

DALZELL & KARCH ENTERPRISES



WESTERN: J. RALPH DALZELL · 111 Vista Del Mar, Redondo Beach, California · FRontier 5-7117
EASTERN: R. RANDOLPH KARCH · RD 3, Dillsburg, Pennsylvania · MEchanicsburg POplar 6-9626

Done by Philadelphia printers who emphasize styling more than most, top design is decidedly characterful—an eye-stopper, too. Big "D" is featured similarly on all company's forms. Second color on original is blue, as it is on second, a Drake production and award winner. Giles F. Hamilton, Mansfield, Ohio, did the third, printed in deep green. Globe on original of fourth design is yellow. Next, John Guy, Durban, South Africa, demonstrates with caps of a classic roman letter that rare combination of strength and dignity, and pleasing appearance. Unusual use of initials is evident in final design by R. Randolph Karch of Dillsburg, Pennsylvania.

"We are type designers, punch cutters, wood cutters, printers, type founders, compositors, & bookbinders from conviction and with passion, not because we are insufficiently talented for other higher things, but because to us the highest things stand in closest kinship to our own crafts."

From the writings of Rudolf Koch,
set in Minuscript Bombo and Desplene Italica
VENETIAN ROMAN

was added (as the consonant sound
of I) to the alphabet during the
Middle Ages.

J

To paraphrase two widely used quotations, John Anderson, Pickering Press, Philadelphia, has kept his light hidden beneath a bushel and we have dozed a bit at the switch, for far too many years so far as display of his work here is concerned. Above and at right are four pages of booklet he did for Lanston Monotype Company

V

like U represented both the vowel
and consonant sound in the Latin
alphabet and did not change until
the Middle Ages.

if all the modern slab serifs,
headed by Rockwell, could be
...it would
taken out into mid-Atlantic and
be no
sunk. They are all travesties,
great loss
genteel and gutless, of a kind of

display type that used

to be, and can still be, lively

A statement by Ruari McLean, set in Monotype Craw Clarendon: SQUARE SERIF

and vigorous.

Titled "An Alphabet for Printers" on the heavy tan-toned cover of 6 1/4 x 4 1/2-inch booklet, the decidedly illuminating content of grand keepsake item is described on first page as a "brief survey of the development of our alphabet and the Roman letter form is dedicated to all printers who view letters, (Read—to right)

DESIGN AND PRINTING
FOR COMMERCE
EXHIBITION
1956-1957
50 ADVERTISEMENTS
OF THE YEAR

CALL FOR ENTRIES*

THE AMERICAN INSTITUTE of GRAPHIC ARTS

*To be postmarked by October 11, 1957

Anderson makes much of items restricted to one color with fine type and interesting, informal layout

pages themselves the halftones are wide or narrow, big or small, as are the blocks of type, and consequently there is no regularity in the marginal areas. However, a fine sense of discrimination is evidenced in all this. So instead of the precise rigidity of form which is usual, there is an effect of variety and freedom which arouses interest,

all without sacrificing any functional qualities. The halftones are in monochrome or full color, produced, with type, by the offset method and are beautifully done.

Studied Use of Favored Color

JOHN GUY, Durban, South Africa.—We like your work very much. Our only adverse criticism applies to minor points such as too little variation in sizes of the type on the invitation for the February 16th meeting of the Society of Industrial Artists. Larger type is required for that copy in the two lines at the top to counterbalance the comparatively large monogram device in color in the lower left-hand corner. As it is, the device quite dominates the card and urges the eye downward. This is apart from the design requirement that major weight should be at or near the top. With all the type of the same size, there's a flat, dull appearance which the contrast afforded by the name being bigger would obviate. If the type throughout were considered too strong of tone for such a formal item, it would have been much better to have used a delicate type than to so widely letterspace all the matter, as was done. It is always bad busi-

ness to letterspace small type as widely as here, and it's costly without reward. The letterhead for the Natal Building Society especially gratifies us. The centered design is made up of three lines of caps of a very fine classic roman style and one line in italics. This is topped by a round trade mark in a second color (blue), which is copperplate engraved, a process deserving much wider use. It reminds us of two trial letterheads submitted by a university here for a decision. One was set in plain roman cap alphabet, the name in the largest type—10-point, we believe. The other was in type of much larger size—24-point of a classic, monumental style, not bold, with a slight degree of artistry similar to that of your type. Proponents of the first considered anything else too undignified and informal for a college. There was all the dignity any one could ask for in the second with the larger type having a charming classic look reminding one of early and beautiful stone carvings like that of the famous Trajan column in Rome, and temples of learning. There is no connection between dignity and senility. You are fond of using reverse color panels, usually in black against blue or

the A. S. W. ROSENBACH fellowship in Bibliography

you are cordially invited to attend a series of three lectures at the university of pennsylvania under the A. S. W. rosenbach fellowship in bibliography, to be given by miss dorothy miner, librarian and keeper of mss. at the walters art gallery, baltimore.

miss miner's subject will be «the medieval illustrated book.» the lectures will be entitled: «the early middle ages: books for the altar,» «the gothic era: books for the aristocrat,» & «prelude to the printing press: books for everybody.»

the lectures are to be delivered on successive thursdays, april 21, 28, and may 5 in alumni auditorium, dietrich hall, 36th & locust streets, at 4 o'clock in the afternoon. tickets of admission are not required.

Pennsylvania "Twenty-five



CEREMONIES OF PRESENTATION

The Ivy League Football Trophy

Sympathetic handling of Libra type having marked characteristics of the early Humanistic writing on 6 1/4 x 4 1/2-inch card printed in black and deep, grayed blue hue

Folder front of restrained modern layout by Anderson, in a very old form of type which, in some quarters at least, is momentarily dubbed modern—just for a change

A B

has, during the whole of history, been at the head of the alphabet. It was known to the Phoenicians as *aleph* and became *alpha* to the Greeks. The lower case characters, both roman and italic, developed from the uncial and Caroline forms.

which is second in our modern alphabet also retains an accustomed place in historical alphabet sequence. *Alpha* and *beta* together form the modern word alphabet. As is true of many lower case characters the lower case *b* is a transition from the uncial.

P

was represented in the Greek alphabet by the character *pi* and was carried into the Latin alphabet where the bowl was closed. It is this form which has survived to the present.

"A Typographer should never limit himself to being modern in the strict sense of current fashion, he should strive rather to produce work which will stay unaffected in its artistic value by the tastes of future generations."

the tools of their trade, with reverence and affection and perpetuate thereby an honorable calling." On final inside page the Staples Press in England, and, for his writings, Frederic W. Goudy are acknowledged for valuable assistance in research. The alphabet, *Craw Classic*, is identified as the work of Freeman Craw

On white antique paper of the 20 inside pages, two-inch caps are printed in light gray of a faint green tone, text in black, with vermilion added to some of the pages. While no slave to the mode, Anderson's typography is representative of the best in classical attainment, brightened by use of types of exquisite traditional design

brown, apparently your very favorite colors. These demand mention as a suggestion for others. By this device sharp effects are very simply attained. It should be much more frequently employed.

Conventional Typography at Best

RICHARD J. HOFFMANN of Los Angeles, Calif.—We're glad to see work of yours again after, it seems, years when you might have gone into banking or some other less interesting work than printing. You are one of a few whose work we're confident can be identified without reference to addresses or names. Expressing that confidence to another of our most admired typographers once, we mildly offended him because he implied we meant there was a "sameness" about his work, not intended at all. It is the other way around. Every top-grade typographer we know or have known has certain mannerisms of layout and spacing which are individual. These add worth to what he does. Having these individualities, as you do, and noting the fondness for certain types—Garamond and Goudy Text in your case—it isn't difficult to identify your work. Of the great type craftsmen of yesterday, Will

Bradley, Hal Marchbanks, or Henry Anger, none could confound us for a second—and no one could at all successfully imitate their work. The reference is entirely complimentary and implies the work has character. The menu and program spread shown on another page of this issue isn't the most individual item we might show, but does demonstrate the merit of using Garamond and Goudy Text properly together. Each complements the other. Most interesting and unusual of all the pieces you submit is that letterhead of the National Scholarship Trust Fund in the distinctive combination of black and medium blue-gray on delicately tinted blue paper. All the composition is in the form of a column along the left side of the sheet, taking up two inches from the left edge of the sheet. There's the panel in black with a blue background and an interesting made-up combination border to hold the name and that of the association sponsoring the fund. The names of the officers and members of committees follow in the column which is wound up with the address lines. Letterheads with many such names customarily have the main copy across the top and the names at the left, usually

You are invited **FIFTY** to attend the
Preview **BOOKS** Dinner

Sponsored by **1954** The Philadelphia

Graphic Arts Forum at The Poor Richard Club

1319 Locust Street, May 18, 1955

Interesting folder front by Anderson. Original is in black and light green on green paper of lighter tone

extending only part way down the sheet. Such make awkward margins and/or typing. With typing in one measure down the sheet to the right of the column design, the complete letter is much more satisfactory, and we hope other readers will recognize the point and make use of the idea. Help you? Oh, no, we shall not try.

...that to keep them in health and to strengthen and render active
their bodies, they be frequently exercis'd in running, leaping, wrestling, and swimming.

BENJAMIN FRANKLIN, 1749



THE CLASS OF 1925 of the University of Pennsylvania cordially invites
you to attend the presentation for competition of the Ivy League Football Trophy
on the evening of Friday, October fifth, Nineteen hundred and fifty-six, at the
University Museum, Thirty-third & Spruce Streets, Philadelphia, Pennsylvania

SPEAKERS: Gaylord P. Harmoell, W'53 and Edward F. McGinley, Jr., W'25

Cocktails six thirty o'clock

Dinner seven o'clock

Business Dress

R. S. V. P.

Spread of 12x4½ inches from folder—title page of which is reproduced on the left—emphasizes relationship effected by repeat of layout pattern and ornament. Original is printed in black and a very light green on antique-finished paper that isn't "snow white," or brilliant—in fact one of very pleasing warm tone and texture

THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential upon request.

Proper Cleaning of Press Will Gain Production Time

- Cleaning press is not single operation but multitude of careful steps
- Presses ought to be cleaned every day and before new job is started
- Here are the daily steps to follow for good preventive maintenance

Since cleaning the press is considered a nonproductive operation, the general tendency is to do it as quickly as possible. While it is recognized that as little time as possible should be devoted to this phase of presswork, the job must be done thoroughly and competently if production time is not to be lost due to operational problems directly traceable to improperly performed or neglected cleaning.

Cleaning the press is not a single operation. It is a multitude of steps which should be performed in sequence if the job is to be done quickly and efficiently. To insure thoroughness in the cleaning process a pattern of procedure is recommended. It is based on study and analysis of the cleaning activities carried on in the pressrooms of many leading concerns. What has been attempted here is to set up a general pattern for the cleaning of a typical press. Individual presses may include some or all of the operational sequences. However, it is advisable to consult the producer's instruction manual for each particular type of press.

Recommended procedure calls for each press to be thoroughly cleaned at least once each day. This cleaning should take place when a job is completed, and may be considered as part of the required procedure for preparing the press for a new job. The fact that a particular job is on the press for several days does not eliminate the necessity for a daily press cleanup. The procedure advocated in this article is drawn up for presses about to receive new jobs.

Pressman Needs Guidance

It is the duty and responsibility of the pressroom foreman to inform the pressman who is cleaning a press on which there is a live job what modifications in cleaning procedure should be observed so as not to disturb the required settings.

Before beginning the daily cleaning routine, the pressman should check for the following: (1) **MAKE SURE THAT PRESS POWER IS OFF**, (2) remove

finished form from bed of press, (3) take form and ductor rollers out of press, (for cleaning rollers see *THE INLAND PRINTER* for December, 1953), (4) remove ink from fountain (for cleaning fountain see *THE INLAND PRINTER* for October, 1954), (5) remove completed job from delivery, (6) remove all stock from feeder, (7) leave old packing in place.

The following accessories should be removed from the press and placed on a white sheet of paper on a nearby table. These parts are removed because it is easier to clean them individually. Lying on white paper, they will not be misplaced. These accessories include tension ball holders, bunter block, side guides, plates, pulls, both large and small tension rolls, sheet corner hold-downs, wing guide rods, slow-down brushes, pull-guide guard, separator shoes and holders, rear corner guides, separator hoses, shoo-flies, pile guide bars, paper rods, etc.

It has been found expeditious in progressive pressrooms to have on hand an extra length of $\frac{1}{4}$ - or $\frac{1}{2}$ -inch tubing which can be hooked up to the air pump and/or vacuum pump on the press for

cleaning purposes. This is a useful practice which enables the pressman to blow or vacuum out small holes and hard-to-reach areas. This device eliminates the need for the old-fashioned and clumsy bellows.

With these preliminary steps out of the way, the pressman should now move the press into position for the first cleaning operation. He does this by turning the flywheel until the bed of the press is under the feeder mechanism. This is done so that any dirt particles which fall from the press during the cleaning process will land on the press bed rather than on the bed tracks or below.

Proceed in Orderly Manner

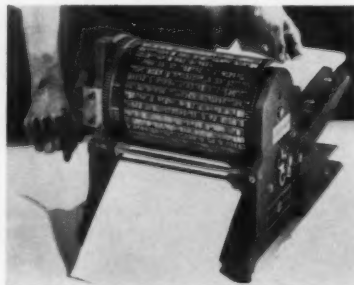
Standard press cleaning procedure provides for starting at a particular part of the press, and following through in an orderly manner. The preferred practice is to go from the feeder to the delivery when cleaning the press. Starting at the top-most part of the feeder, brush dirt particles and dust from the tube cam, blast pipe, and blast mouthpiece. If any oil is coming from the blast mouthpiece, this indicates that there is an accumulation of oil in the air receiver tank. The tank must be removed and cleaned. To absorb any oil which might find its way into the tank, the manufacturer usually places a wad of waste cotton, held in place by a weight, at the bottom of the tank. After cleaning the tank (with benzene or kerosene) it should be thoroughly dried with a clean rag, and new waste cotton should be inserted.

At the tank's head, there is a thin gasket which prevents air seepage. Because of its frailty, care must be exercised in removing the gasket. In replacing the gasket, the pressman must make certain it is in its proper position, and undamaged.

Open the caliper mechanism to its fullest extent, and clean out any dust or lint which may be lodged in the opening. Wipe off any oil adhering to the suction wheels and dust the stripper plate. If any ink has accumulated on the bottom of the plate, remove it with appropriate solvent. Dust the feed starting mechanism if it operates from the top of the press.

This is a good time to take off the feeder gear guards to check the condition

A new reproducing method, designed to make large quantities of Braille material available to the blind in quantity and at low cost, is demonstrated at American Foundation for the Blind, New York. Braille type has been developed which can be set a line at a time and inserted in channels cut in drums of standard duplicators made by Addressograph-Multigraph, Cleveland



of the gear grease. When this has been done, add or renew gear grease if necessary, and replace the guards. Wipe the paper feed roll free of oil. Any hardened ink should be removed from these rolls to prevent scratching of printed surfaces.

Do all dusting with a brush, not with a rag. Rags tend to pick up powders and dust and redeposit them elsewhere. Use clean rags to wipe up oil spots.

Lift the feeder mechanism out of the way. Clean the feedboard conveyor belts which are directly under the feeder carriage. Loosen the conveyor belt pulleys by releasing the tension, and get rid of hardened grit which always seems to find its way to the pulleys. Clean the feedboard by dusting, and wipe up any oil mist. Drops of oil on the feedboard can throw descending sheets out of line. Remove the pull-guide bar cover and pull-guide bars. Clean out the areas and add a few drops of fine oil where necessary and replace these parts.

Feedboard Underside Neglected

Raise the feedboard and clean the underside. Pay strict attention to the starwheels, and the underside of tongues. These may have varied-colored hardened inks which have to be removed. The feedboard underside is generally neglected in the cleaning process. Yet dirt and grit, if allowed to accumulate on this surface will cause batters, picks, and contamination of ink. Apply neat's-foot oil to the conveyor belts if necessary, and tighten tension on the pulleys.

Turn the flywheel until the cylinder of the press is at the open end with grippers open and in a vertical position. Clean out dirt and wipe oil from the cylinder, using a soft rag.

Do NOT use short brushes or small tools to dislodge dirt. These can easily fall down into the cylinder where it may be extremely difficult to retrieve. Check all oil holes. Some cylinders may have them in out-of-the-way places. Grippers operating on spring tension may need a shot of oil. Check gear-operated grippers to ascertain if they have a sufficient amount of grease; they may need cleaning and regreasing.

Check the gripper fingers and upper and lower surfaces and clean with a good safe solvent. Check the cylinder bands and the star wheels. Wash off all accumulated ink. Cylinder bands usually pick up ink from printed sheets as they flop against them. Unclean cylinder bands can sometimes mar the printed surface of sheets as they brush up against them.

The cylinder brush on some presses must be removed in order to make removal of the form possible. In such instances, it is relatively easy to clean the brush. When such brushes have picked up ink, it is necessary to rid the bristles of the ink. This can be achieved with a good safe solvent. If the brush does not have

to be removed to get at the form, it will require a separate operation to remove it. Cylinder brushes require daily cleaning because they come in direct contact with the sheet, and consequently pick up all the dust and lint.

The press bed can now be moved to the extreme delivery end. Clean the delivery tapes. Release tension, and move the tapes out of the way. Clean stripper fingers, and remove solidified dirt from delivery tape rolls. Dirt tends to solidify on the tape rolls, because of the pressures built up as the tapes and rolls go around. Brush all dirt and dust from the delivery itself, and wipe off any grime and oil. Replace the tapes in their normal position.

Move the extension delivery out of the way. Scrape the hardened ink from the gripper edge of the bed adjacent to the ink plate. This deposit occurs as a result of the ink seeping down the side of the plate during the press run.

Dust off the bed of the press. Use a bristle brush and a solvent to scrub down the bed to get rid of hardened ink drop-page and dirt or grime which has been falling onto the bed during this cleaning operation. Remove excess oil from the bed bearers and the cylinder bearers.

When the bed is thoroughly cleaned, move it to the extreme feeder end. Check the register rack. Clean the teeth of the register segment and rack. This rack should be perfectly dry and free of foreign matter.

Clean the bed tracks. Remove any paper, lint, and composition material which may have fallen into the tracks. Any or all of these can be extremely dangerous, leading to press smash-ups. Remove all oil from the tracks and wipe them dry, making sure to remove all dirt, grit, and muck. Replace with clean oil, and bring

the oil up to a level slightly above the track bearer.

Move the bed back to the extreme delivery end. Clean the rear bed tracks in the same manner as above, and replace old oil with clean oil.

Special attention should be paid to the vibrator rollers. Since most vibrator rollers oscillate, examination of the teeth of the rack should be made daily. Paper tends to jam between the teeth, and if this occurs during press operation these teeth may be stripped. In case of such jamming, if actual breakage does not result an undue strain is placed on all studs, and heating and sticking can result.

Never use abrasives to clean vibrators. Do not scrape any accumulation of hardened ink with a sharp instrument from the surface of these rollers. Highly polished and ground vibrators are essential to good ink distribution, and must not be scratched or nicked in any way. Use only a soft rag and a good cleaning fluid when cleaning the vibrators.

Clean and wash each removable accessory with a safe solvent. Dry and replace on the press. Over a weekend, it is sometimes good to place these parts in a tank of solvent. These parts do not have to be placed in exact position on the press, because adjustment will be made when the press is readied for the next job.

Those presses which operate with transfer tables, suction shoes, suction gripper bars, etc., will require periodic examination and cleaning. This cleaning and examination will frequently necessitate taking these devices apart.

As a final step in the cleaning process, remove any oil or grease from the floor around the press. Sweep the area clean, and replace rags and solvents in proper storage containers for safety.

Halftone Makeready Varies According to Factors Involved

Q.—Will you please give me information on the procedure in which halftones can be made ready so that they will show up clearly?

A.—Halftone makeready can be a long or a short process, depending upon many factors; for instance, the type of halftone, the press, kind of stock to be printed, etc. Briefly, a normal procedure is as follows:

Pack your press in the normal manner; place one extra tympan sheet on top (two drawsheets instead of one).

Pull an impression with press at full speed. Stab the top tympan, take the sheet off the packing. Mark out only the very low spots and patch up. Place the sheet (now called a point sheet) on the very bottom tympan of the full packing.

Pull two supers on stock of "its own," one of which stab and quarter if necessary. The latter, with stab marks, will be used for normal marking out and patching up. The former will be used to cut

out the highlight areas and mount on the spotted overlay. Match entire patched up and overlaid sheet to stab marks on the previous point sheet.

Pull another impression and check whether the job requires a second spotted overlay or just a few patches to be added to the previous sheet.

Lord Baltimore Press to Expand

Lord Baltimore Press has completed plans to build a folding box and label plant in Clinton, Iowa. The company has bought a 12½-acre site for a one-level building of some 80,000 square feet designed for expansion to about 200,000 square feet. The plans call for completion this year with installation of multicolor lithographic equipment for the Fidel-I-Tone fine screen color process. The plant will also have complete letterpress facilities, cutting and creasing presses, waxing and gluing machines, label cutting equipment and a die room.

SALESMEN'S CLINIC

By Irving Sherman*

Are College Men Better Printing Salesmen?

Q.—On the whole, do college men make better salesmen than noncollege men?

A.—The college men are better. It is pointed out that in most selling for resale we sell a technology. Educated men who learn about processing and intricate problems grasp salient points faster and have better vocabularies for the communication of this knowledge than noncollege men.

Of course, the fact that a man has gone to college does not necessarily connote that he is an educated man. In fact, many noncollege men often surpass college men in culture; therefore, we should all be careful not to be too categorical in our thinking when this question of college or noncollege becomes a factor in accepting or rejecting an applicant.

Separating Goats From Sheep

Q.—Our problem is considerable goofing off by our salesmen, many of whom might become excellent producers if only they would give themselves a chance. On the other hand, management is convinced that among the goofers are salesmen who will never get anywhere.

It is hard to separate the goats from the sheep even after a year or two of associating with the men. How does one go about achieving this separation for the purpose of streamlining the sales force without impairing the setup in any way?

A.—Perhaps your employer is making a mountain out of the proverbial molehill. Take your top three men. What are their individual sales totals? Reduce this by about 10 per cent. Subtract differentials due to bulk or area density and set up this total as the goal for the remainder of the men.

*Mr. Sherman has had much experience as editor of several trade publications. He has also sold printing. His questions and answers are based on actual case histories of handling salesmen's problems. At present, he is a management and sales consultant with offices in New York City. He is available on a fee basis and may be contacted c/o The Inland Printer.

Those who reach it or, at least, make an effort to do so, retain. Cast the remainder adrift before everybody on the force is caught in the undertow and can't escape.

Causes for High Turnover

Q.—In the space of about five years we have had almost 35 per cent turnover in our sales force due to inertia that grips the men. They start fast, develop a few accounts, then peter out. Is this a fairly common experience with most companies or is our method of selecting and managing salesmen at fault?

A.—Both the selection and the management of the men might be poor. While a 35 per cent turnover of salesmen in five years is not unduly high, it is cause for concern. According to the National Industrial Conference, the average turnover rate of salesmen for industry, generally, is about 27 per cent a year.

The following causes are given for a high turnover rate of salesmen: Poor selection, poor direction, lack of incentives,

men find better opportunities, closed plants and bankruptcies, terminations.

To correct poor selection of salesmen, two things are recommended: Institute scientific selection of men. Maintain this scientific selection by constant sampling to ascertain whether the practice is not merely a facade but a genuine, well-planned structure.

Value of Rating Scales

Q.—What are the advantages and disadvantages of a rating scale?

A.—The advantages are: Uniform measurement standards avoid bias in rating; the same traits are evaluated for all salesmen; opinions or judgments of executives may be compared and reduced to statistical, concrete values. Finally, rating scales set up an organized, comprehensive treatment of each salesmen's value which is a basic prerequisite to successful salesmanship.

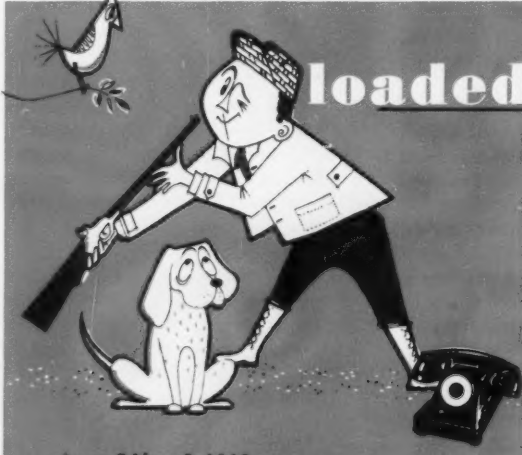
Disadvantages are: Ratings may be sketchy or poorly conceived; characteristics are used which are not clearly understood or defined; raters have a tendency to rate down rather than up; raters have little or no experience in understanding and evaluating salesmen.

Several Kinds of Rating Scales

Q.—How many types of rating scales are there?

A.—There are several: the adjective system which rates excellent, good, poor, etc.; the letter system such as A, B, C, D, according to stature; the ranking system—first, second, third, etc.; the percentage system—5, 15, 20 per cent, etc.; the linear scale in which at one end we name a trait which is characterized by short, descriptive phrases at intervals beneath the scale line, each with a numerical value.

Here's a direct mail piece sent out by Ayer & Streb, Rochester, N.Y., letterpress and offset printers. The original card was in black and bright orange and measured 8¼ inches wide by 5½ inches deep.



... with mailing chores to get off with a bang? No need to feel doggone low. Just leap for that phone like a shot and use our one-stop mailing service. We aim to please... always get your job in the mail on time. Call us for all your creative planning, duplicating and mailing needs.

Ayer & Streb

15 South Avenue
Rochester 4, New York

phone BAKer 5-6340

for Printing... Offset... Mailings... Mimeographing... Addressograph...
Addressograph... Mimeographing... Mimeographing... Mimeographing... Mimeographing...
Addressograph... Mimeographing... Mimeographing... Mimeographing... Mimeographing...

THE PROOFROOM

By John Evans

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

Proofroom Labor Turnover Can Be Costly Procedure

There are proofrooms employing five, ten, or more readers that have not had a vacancy in years. There are others that usually are short-handed and advertise frequently for help.

Labor turnover in proofreading is costly and, with intelligent hiring practices, largely unnecessary. Some of the causes are obvious and could easily be eliminated by profit-conscious management: substandard pay, dirty surroundings, poor layout, worn-out furniture, uncomfortable, rickety chairs, bad light, uncontrolled temperature and ventilation, no system.

Of course correction of such conditions may mistakenly be considered financially impossible in some shops, a parade of unhappy proofreaders being accepted as a necessary evil. But there is one cause of constant labor turnover that can be removed at no cost, usually at a substantial profit, while converting the proofroom from a loser to a money-maker.

In nearly every case where proofreaders do not stay long there will be found one employee who always remains. That "permanent" employee will be someone who has worked in the proofroom a long time, perhaps 20 years or more. He or she knows all the ropes, has everything under close personal control, keeps a minimum of records, requires that every minor point be submitted to him or her for decision, and personally gets in a lot of overtime.

That one person will be found—this is a constantly recurring pattern—to have devised, through the years, a method of procedure that makes it impossible for any new employee to stay long enough to get "dug in." Psychiatric treatment may be indicated, but the easiest and cheapest solution is separation or retirement.

Data Is or Are Controversial?

Q.—I ran across the following in a well-edited national magazine and wonder if there has been some change in the correct use of the plural form of "datum": "Statistically, the data shows that there are nine chances out of ten that . . ."

A.—While the word *data* is in fact the plural form of *datum*, it may be and fre-

quently is used as a singular. There are purists who will say "the data show," and pronounce it "day-ta," but they are fighting a losing battle with the forces that mold American English. We say "the data shows," and pronounce it "dat-ta."

Usage Shapes Advertising Grammar

Q.—What is your reaction to reading in an advertisement this phrase: "Buy now at a big savings!?" Would we be better off to drop the adjective "a" or the ending "s" in savings?

A.—Our reaction is that the phrase you quote is "fractured English," yet it is possible that as a colloquialism, in informal local advertising copy, it might have more strength and meaning to the people of a given area than if it were amended as you suggest. In national advertising the use of such forms usually indicates that grammar has been forced to yield to semantics.

Check Layout and Markup First

Whenever a layout is supplied with copy, it is the proofreader's first duty to measure and examine all proofs to make sure that the correct type face has been used and that it is set to fit the space or spaces designated. If the proof is in the wrong type face or measure it is a waste of time to read it.

E. P. Lawson Co., a subsidiary of Miehle-Goss-Dexter Corp., recently celebrated the tenth anniversary of the introduction of its hydraulic clamp cutter. D. M. Schulkind, Lawson president, cut a birthday cake at the New York showroom



Style in Personal Names

Q.—(a) Is a married woman's name hyphenated when both her married and maiden names are given? Example: Eunice Smith-Alvarez or Eunice Smith Alvarez.

(b) What is the correct use of the comma in the following cases? (Examples listed.)

A.—(a) There are, as you suggest, few if any set rules as to the style of personal names. The form of a person's name is whatever he or she cares to make it. In the states of the West and Southwest where some Spanish influence exists it sometimes is the custom to hyphenate a family name, the father's surname being followed with the mother's maiden name. The order may sometimes be reversed.

In common English practice a woman who marries loses her family name entirely: Mary Jane Smith becomes Mary Jane Jones (or Mrs. Edward Jones). If, for some special purpose, it is desired to show what her maiden name was, the usual form is Mary Jane Jones, nee Smith. In the example you submit if the maiden name was Eunice Smith and the husband's surname is Alvarez, we would omit the hyphen in the absence of authoritative information on the subject. Informally, for some special purpose, the following style might be used: Eunice (Smith) Alvarez.

(b) The various examples you list are too lengthy to be reproduced in full. In general you want to know the correct forms in sentences such as these: Thomas J. Brown M.D. '53 was transferred; J. William Black Jr. '52 was graduated.

The omission of some or all commas in such cases, while informal, probably would be permissible if it consistently follows the style of the publication. Persons who use Jr., Sr., II, or III after their names may choose to use or not to use a separating comma.

Abbreviations, such as A.B., D.D., M.D., or Ph.D., nearly always are preceded by a comma. The year of graduation, such as '52, may or may not be set off by comma, although parentheses sometimes are used. For quite formal matter the following styles are suggested: Thomas J. Brown, M.D., '53, was transferred, or Thomas J. Brown, M.D., ('53) was transferred.

THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

Advertising Typography Promotes Revival of Gothics

- Type foundries and composing machine manufacturers expanding series
- About 100 gothics other than modern sans serifs in constant use today
- Many printers find it hard to tell gothics from modern sans serifs

For the past few years advertising designers have been on a "gothic" jag. There appears to be no indication of its letting up, in spite of occasional wishful suggestions from traditionalists who yearn for a return to the classic roman types. A recent issue of *Life*, for example, showed gothics being used in 45 out of 75 full-page ads, mostly for display.

As a result of this continued interest, the type foundries and composing machine manufacturers are hurrying to fill out and expand their series of gothic types, even though a glance through the various specimen books indicates a plentiful array already in existence.

All told, there are over 100 different gothics in use today. This figure does not take into consideration the more modern sans serif letters which stem from the Bauhaus experiments of the 1920's, such as Futura, Spartan, etc.

The introduction of the wide, or extended gothics, particularly Franklin Gothic Wide and Venus, which occurred about four or five years ago, undoubtedly sparked the continued interest in the gothic letter form. Their successful use prompted demands from type users for variations in set width, but maintaining the design features of the original. This puts the gothics into a family group, and certainly broadens the usefulness of the type, particularly for commercial printing and advertising.

Bauer's Venus Popular in U.S.

The very successful Venus type, cast by the German firm of Bauer, had been a much used family of gothics in Europe for many years, but was relatively unknown in this country until the extended version was brought out in the extrabold weight.

This face caught on immediately. The enthusiastic demand for it prompted the foundry to export the light and bold weights, and subsequently the italic in the normal set width. At present a condensed

version is being offered in three weights.

Ever since Cheltenham became the first type to be successful as both a foundry face (ATF) and a slug machine type (Linotype), and thereupon sprang into a dynasty with dozens of variations, the type "family" has been popular. The concept, therefore, of providing such variety is well established and offers dividends to both founder and user.

However, the user may be heard to complain, on occasion, at the necessity of purchasing and providing space for a broad range of types which may subsequently go out of style too soon to completely repay the investment in them.

The well-known Swiss foundry, Haas, has made available for the American market, through Amsterdam Continental, the gothic series Anonce Grotesque which is similar to Venus.

American Type Founders produced Franklin Gothic Wide at the same time

Bauer offered Venus. This letter is an addition to the widely used Franklin Gothic family, available in several widths, all of one weight, extrabold. Other than this, the answer by American firms to the European imports has been accomplished in most instances by the addition of extended versions in the sans serif families.

For example, Monotype cut Twentieth Century Ultrabold Extended, Ludlow added Black Extended to its Tempo series, and Baltimore marketed Airport Broad. These types, however, are more readily classified with the modern sans serifs and are not strictly gothics, such as those under discussion here.

Easy to Tell Difference

It is not very easy to answer in a pat phrase the question, "What is the difference between a gothic and a sans serif?" The printer who gives a customer a gothic when a sans serif is requested will quickly learn that the "difference" is the cost of resetting the job, but there are certain design differences which make it relatively simple to distinguish between the two.

The gothic is a 19th Century type, with many of the standard features of roman types, except for the lack of serif structure. For example, there is generally a slight contrast in stroke thickness of individual letters. At the joining of curved stroke to straight, as in *b, d, m, n*, etc., the curved stroke thins as in standard roman. In addition, the roman form of the lower-case *a, g*, and *t* stays the same.

In the sans serifs, stemming from the revival of 1925-30, the monotone pattern is more constant, with little or no contrast in the weight of the stroke. The basic design of each letter is of more careful proportion than in the gothics, and the form of such letters as *a* and *g* adhere more closely to the written form, although the custom of foundries in supplying alternate characters somewhat confuses the matter of selection.

The only other wide gothics made available by suppliers in this country are two versions of the European model, recently announced by Baltimore Type Foundry, called Noontime (bold weight) and Nighttime (extrabold weight). These names suggest that inspiration in type-



naming may be at a low ebb and prompts the thought that the lightface will be titled Morningtime.

Another gothic group which has seen a great deal of service by American printers since its design by Morris Benton for ATF in 1908, is News Gothic. It has always been popular, but on occasion it runs hot with advertisers. Such a rise in normal use occurred about 1947 and again a year or so ago.

When a type is cut by competing firms, it is a sure indication that printers and users are applying pressure. In about 1950, Ludlow introduced a version of the Morris type, and called it Record Gothic. This year the Extra-Condensed was added. About two years ago Mergenthaler produced Trade Gothic; in 1956 Intertype Corp. also brought out a News Gothic.

Since the Monotype copy was made in the 1930's, all of the major suppliers in this country now offer News Gothic, a certain indication of the continuing popularity of Benton's design. Type-conscious printers may have noted that all of the preliminary advertising for the new Edsel car was set in this type.

Probably the workhorse of all the gothic types is Copperplate Gothic, designed by Frederic W. Goudy in 1905 for ATF. Along with its "square-headed" cousins, Bank Gothic and Stationer's Gothic, this face is a standard in almost every composing room for a variety of small job printing. A few years ago, advertisers began to utilize Copperplate in blow-ups for display, prompting ATF to issue in 30- and 36-point, a version called Steelplate Gothic.

About three years ago in an attempt to cater to the current demand, the well-established Berthold Type Foundry, Berlin, Germany, issued a specimen showing of a gothic family called Standard. It is available in five different weights, and in addition to the normal set-width, a condensed and an extended version.

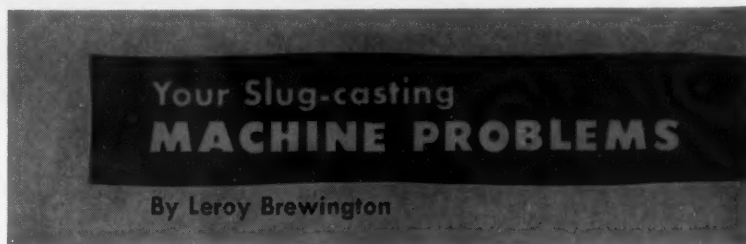
Family Grouping Desirable

The founders are all anxious to provide the family grouping so well established in the sans serif series. From a designer's viewpoint this grouping is very satisfactory, allowing him a great deal of freedom in the planning of the typographic treatment of a piece of printing. The wide use of sans serifs over the past 30 years has made designers conscious of the visual interest inherent in the contrasts of weight and set-width, but at the same time maintaining a relationship difficult to attain with types of varying style.

A glance at current European publications indicates that experiments in the gothic form are continuing, frequently in combination with strong rules placed vertically and horizontally. Those printers who recall the jazz typography of the 1920's which emphasized black types, rules, bullets, and cubes will be relieved

to know that the current crop in this genre is much cleaner and neater typographically. Since American designers have developed the habit of looking across the At-

lantic to "see what's cooking," we may very well be headed for a similar design trend, with continuing dependence on the gothic types.



Mr. Brewington will answer questions on machine problems. Write him in care of The Inland Printer

Five Per Cent Hollow Slugs

Q.—Please note the feet and sides of the enclosed slug. It appears to be hollow which indicates that the metal was too hot. At the time of casting this slug, the metal temperature read 525° F. We took the mouthpiece off and ran a saw blade down the throat; there was little dross. We installed a new mouthpiece. We checked the plunger and installed a new one, 0.003 oversize, making a neat fit. Our metal analysis is perfect and was checked by two reputable metal foundries. On our other machines the slugs are perfect. We have called in several machinists. They tell me that I am too particular and that other shops let such work go out. Can you suggest something else?

A.—It is always interesting to find one who seems so conscientious about turning out perfect slugs. However, we believe that your slugs are about 95 per cent perfect in their solidity or density.

The vent patterns on the bottom of the slugs submitted seem very narrow. I suggest that you enlarge the mouthpiece vents with a venting tool, but be careful not to open the bottom of the vents too much. Do not use the venting tool to open the bottom of the vents; use a knife edge.

The sprue from the vents should be from one-half to one inch long. The only way the air can escape from the mold cell is through these vents. They must be kept clean and open enough to allow proper escape of the air from the mold cell to secure solid slugs.

We also suggest that you raise the metal pot slightly so that the mouthpiece holes will fully clear the constant (lower) edge of the mold cell.

Bent Keyboard Key Levers

Q.—The key levers on our recently-cleaned machine seem to stick. Since it isn't dirt, what can it be?

A.—If keyboard key levers bind in the grooves of the keyboard top plate or in the keyboard back plate, remove the key levers from the keyboard. Check levers for straightness and if there is a kink or two in a lever, use a wood or plastic-faced mallet to correct this condition.

Remember, the key levers are plated and should not be filed because the plating will leaf or curl, causing the key levers to bind in the key lever slots of both the top and back plates of the keyboard.

Proof Press Safety Rules

1. Turn off the press motor to oil, grease, or adjust the press. Lock out and tag the switch.
2. Never flop a frisket for someone else while he is operating the press.
3. When using an automatic frisket, never reach for a sheet when the leading edge has gone below the level of the feed board.
4. Before moving a press make sure everyone is clear of the press. This includes people walking by.
5. Make sure the press brake is in good working order. If it isn't, notify your supervisor to have it repaired.
6. Do not operate press with doors of proof press cabinets open.
7. Do not operate the press with any part of your body in contact with the press except your hands on the control button.
8. Grip galleys firmly when removing them from proof press bed. Watch finger clearances.

Revolving Pine Cleans Bands

Cleaning both sides of eight dirty space bands in about 15 seconds is accomplished by a labor-saving device put to work in the composing rooms of newspapers published by Southern Oregon Publishing Co.

The new gadget operates electrically and consists of a circle of pine wood, 14 inches across, mounted on a thrust bearing to make it rotate. A drive shaft is attached to a gear reduction box and then coupled to a quarter-horse motor. The gear reduction box is necessary to slow the rotating wood disk to less than 100 revolutions per minute.

A binding of leather is attached to the rim of the pine board to keep the graphite from flying off in all directions.

The entire unit is mounted on a hand cart equipped with casters. A piece of pipe was added to the cart for a handle and two small hooks attached to hold the cleaned bands.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Kluge Introduces New 10x15 and 12x18 Models

Brandtjen & Kluge, Inc. announced last month the production of its 1958 10x15 and 12x18 Kluge automatic platen presses. Among the new features to be found on the presses are new motor drive equipment, a vacuum feeder system including air filters, a new chase hook and higher impression strength.

According to the manufacturer, the head valve and the entire feeder vacuum system have been redesigned and resynchronized in order to obtain better sheet control and register on all grades of stock. The new system reportedly gives a greater volume of air for sheet separation and for the operation of offset spray guns.

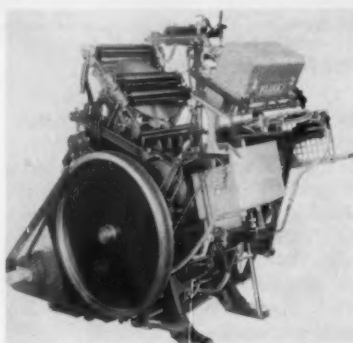
All models of the Kluge presses are now equipped with large capacity air filters on both the feeder and delivery lines. The filter tubes are made of transparent plastic so that the operator can visually check their condition. Wrist pins and the bed have also been redesigned. The new yield point, according to the producer, is over 120 tons for the 10x15 press, and the 12x18 press has been changed to over 160 tons.

Increased speed and range, according to Kluge, made a new drive system essential. The motor has been changed to a 1½ hp constant-speed, high torque system, with a variable pitch pulley and a V-belt drive on a solid disc type flywheel. The required operating speed of the presses can be selected by turning the speed handle to the speed needed for a particular job.

Top speed has been increased 20 per cent. The 10x15 press now has a claimed top speed of over 4,000 impressions, and the 12x18 press runs over 3,500 iph.

All press controls have been grouped on the left side of the press for operating

convenience. Controls include the stop-start switch, brake, speed control handle,



Kluge automatic presses have been redesigned

feeding suction cutoff rod and the positive lock chase hook.

For information: Brandtjen & Kluge, Inc., Gaultier St. & Como Ave., St. Paul 3, Minn.

Polychrome Offset Plates

For both letterpress and combination offset-letterpress plants, the Polychrome Corp. has developed its Polychrome P/C Kote offset plate for proof press work.

After type has been set and cuts inserted and the compositor locks it on the bed of a proof press, the type is inked and a P/C Kote offset plate is laid down. The plate is then put on a small offset press and the job is run off.

The manufacturer claims that by using this process the letterpress operator can make complete use of his letterpress equipment for larger jobs and eliminate tying up his press for many small short-run jobs. It is also claimed by the producer that use of P/C Kote offset plate will permit quick breakdown and re-use of type. The offset plate can then be filed for future use. The plate is made of a plastic fiber base.

For information: Polychrome Corp., 2 Ashburton Ave., Yonkers, N.Y.

Automatic Casing-In Machine

Kolbus is the name of a new automatic machine for casing-in small books at a speed said to be 35 per minute. It handles various sizes on short as well as long runs, stops automatically when anything goes wrong, and can turn out booklets with overlapping edges. Covers are suction fed and the rounding device is electrically

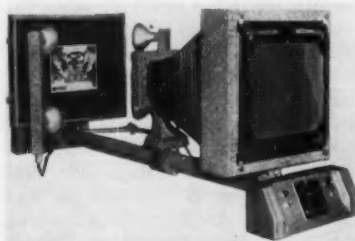
heated. Both conventional and fast-setting pastes and glues may be used. A separate motor prevents glue from setting when the machine is not running. Paste rollers apply a surplus amount of adhesive for backing or lining.

For information: Printing Industries Equipment, Inc., 135 W. 20th St., New York, N.Y.

Miller-Trojan Camera

The Sharpshooter camera, featuring a 10¾-inch Wollensak Raptar lens, has recently been developed by Miller-Trojan Co. The camera features a cut film holder with focusing back, an automatic, five-minute reset timer which controls exposing lights, and a solenoid-operated shutter.

The Sharpshooter has four 300-watt reflector flood exposing lamps and pivotal type camera arms which can be moved into various positions. The camera is 71½ inches long and has an approximate



Miller-Trojan camera has automatic reset timer

weight of 150 pounds. Miller-Trojan reported it is offering a two-day training course at its plant for training personnel in the proper use of the camera.

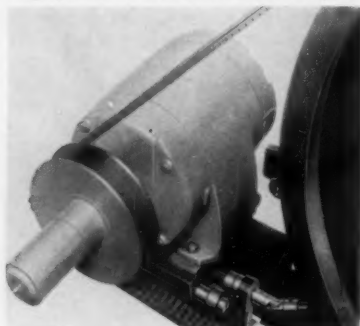
For information: Miller-Trojan Co., 3 N. Ridge Ave., Troy, Ohio.

Kimberly-Clark Cover Stock

Prentice coated cover, the first coated cover stock ever offered by Kimberly-Clark Corp., has just been placed on the market. Available in cover weights of 60, 80, and 100 pounds in a variety of sizes, Prentice coated cover is designed to match Prentice offset enamel.

According to the manufacturer, primary applications for Prentice coated cover stock includes direct mailing pieces, menus, brochures, booklets and calendar backings. It is also claimed by the producer that the cover stock is practical for die-cutting and scoring, and will accept and hold varnish and lacquer finishes.

For information: The Kimberly-Clark Corp., Neenah, Wis.



Kluge presses feature faster motor drive system

Davidson Dual-Lith 255 For Wet or Dry Offset

A new Davidson Dual-Lith, Perfecting Model 255, is now available for all jobs requiring two-side wet or dry offset printing with or without simultaneous imprinting. The announcement bulletin tells how Davidson's exclusive two-cylinder principle was designed to permit quick changing from offset to letterpress or from one- to two-sided printing.

This model prints both sides of a sheet and imprints at speeds up to 18,000 impressions per hour. For perfecting work it takes sheets from 3x5 to 8½x11 inches with 7x9¾ maximum image area. For standard work it handles sheets from 3x5 to 10x14 inches with 9¾x13 maximum image area.

The machine can be used on such jobs as product labels, clothing tags, pre-addressed invoices, renewal notices, turn-pike toll tickets, restaurant checks, bills of lading, catalogs, parts books, specification sheets and recording disk labels.

For information: Davidson Corp., 29 Ryerson St., Brooklyn 5, N.Y.

Easy-Out Driving Shaft Pinion

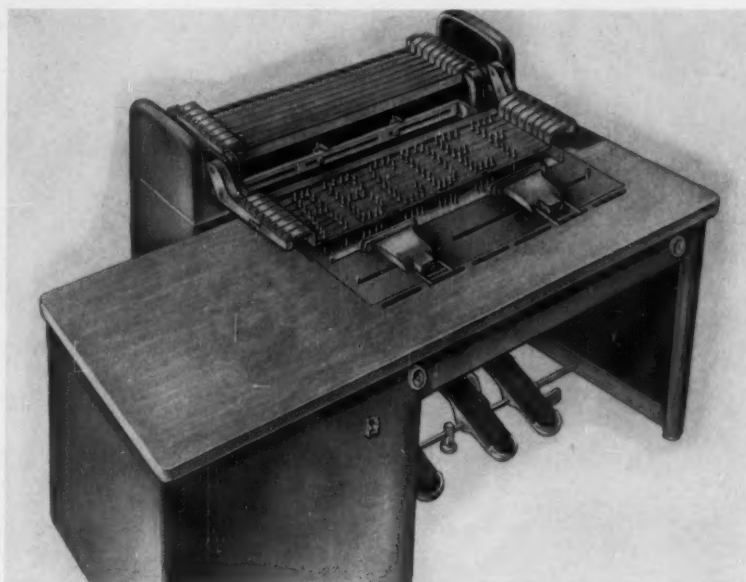
A new driving shaft pinion has been announced by Star Parts, Inc. Called the Easy-Out Driving Shaft Pinion, the assembly is made up of two principal parts, the driving shaft pinion and a nut. The shaft of the pinion is threaded. When replacement of the pinion is necessary, the nut is used to force the main driving shaft off the driving pinion.

For information: Star Parts, Inc., 2 S. Main St., South Hackensack, N.J.

Rising White Vellum

Rising Paper Co. has announced that its Winsted vellum line is now available in a white fluorescent finish. The paper will be known as Winsted Glo-Brite vellum. Swatch books and printed specimens are available from the manufacturer.

For information: Rising Paper Co., Housatonic, Mass.



Multi-Bar collating and tipping machine features pin bar holders adjustable up to 25½ inches long

Mendes Multi-Bar Collating-Tipping Machine

The J. Curry Mendes Corp. last month announced the development of its Multi-Bar semi-automatic collating and tipping machine. According to the manufacturer, forms that were previously tipped in a one- or two-on operation can be tipped four- and six-on with the Multi-Bar, depending on size and specifications.

Chemite for Paper Products

Chemite is the trade name of a new product designed for increasing the rigidity, strength and water resistance of paper products. It is said to improve the surfaces of chipboard, corrugated and other porous paper stocks for letterpress and lithographic work. Applied by printing rollers, brush, spray or bath, it is available in formulations suitable for saturation, penetration or surface sealing of kraft, jute and other paperboard and stocks.

For information: American Soluble Products, Inc., 149 Fifth Ave., New York.

The manufacturer also reports that any number of pin bars from one to eight may be used at one time. Pin bar holders are removable and are adjustable to any specification up to 8½ inches in depth and 25½ inches in length.

The Multi-Bar is claimed to be adaptable for payroll check forms, statement forms, standard forms, for use in gluing greeting inserts, and calendar mountings in any desired shape.

For information: J. Curry Mendes Corp., 1 Curry Lane, Canton, Mass.

United Rubber-Plate Press

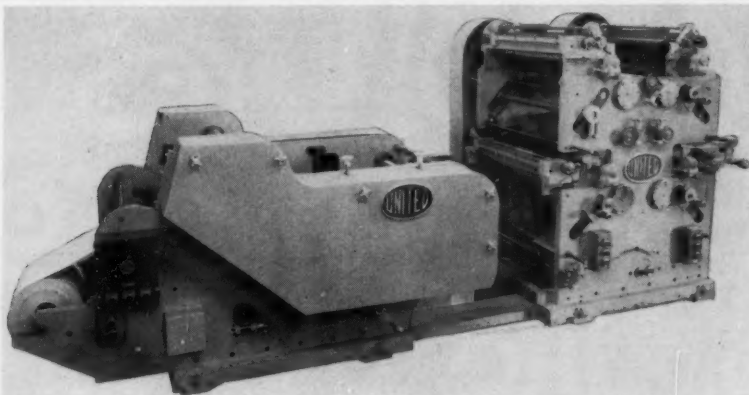
The United Machine Co. has developed a new rotary rubber-plate press. According to the manufacturer, the web-fed press features an infeed unit designed to provide proper web stress at any operating speed, a printing unit of the rubber plate or offset type, or a combination of both, with interchangeable cylinders ranging in size from 14 to 26 inches in diameter and in widths of 18, 26, and 36 inches which print colors on the face, back or both. A bindery unit of line and file hole-punching devices with perforating, skip, cross and length attachments is also included with the press.

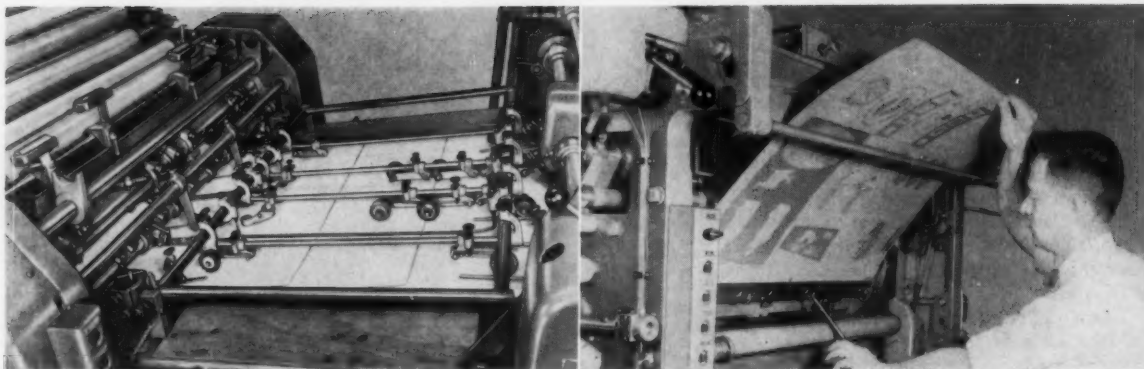
Presses may be furnished with optional equipment such as a sheeteer with table or pile delivery, or a rewind unit. Other accessories include a positive numbering unit and a drying unit that includes a drying oven.

With an optional 7½ hp motor, the press will operate at speeds up to 540 feet per minute, according to the producer.

For information: United Machine Co., 5700 E. Belknap, Fort Worth, Tex.

United Machine Co. has built rubber-plate rotary press that runs at speeds up to 540 feet per minute





The new Miehle 25 offset press has stream feeding (above), pull type side guide, swing transfer; above at right, new plate clamp facilitates rapid changes

First Miehle 19½x25 Offset Press to Be Demonstrated in Chicago

The first Miehle 25 offset press, which was announced in these columns last October (see page 82), was scheduled to be demonstrated in Chicago this month. The new machine, which will handle a maximum sheet of 19½x25 inches at speeds up to 7,500 impressions per hour, was designed as a job press for the offset industry, according to the manufacturer.

The 19½x25 size was decided upon after market research indicated that printers generally wanted to run 8½x11 units as well as 6x9 and 9x12 jobs. Bleed jobs in the 8½x11 size may also be handled on the press.

Since the original announcement appeared, additional technical details of the new press have become available.

The stream feeder will handle stock up to 19½x25 in size. Only one adjustment is needed for a change in sheet size, and, except for the trip caliper, no changes are required for stock thickness. The pile will handle about 10,000 sheets of average stock.

A new plate clamp facilitates plate changes. The register marks on the plate clamp and the cylinders make it possible to pre-position images accurately, according to Miehle.

The combination of a pull-type side guide and sheet transfer mechanism or

swing grippers provides close register at high speed and between speeds. The sheet transfer mechanism takes the sheet at rest and accelerates it to cylinder speed.

Ink distribution and coverage of the 19½x25 printing area are provided by four large form rollers of three different diameters. Ink vibration is controlled by

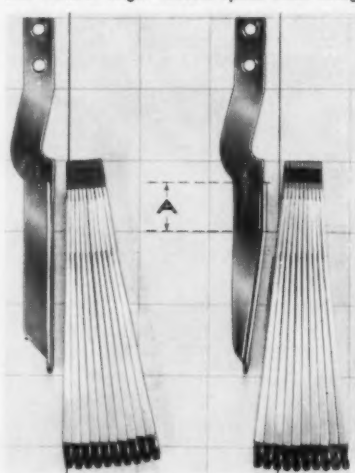
Star Transfer Finger

A redesigned transfer finger which can be applied to all Intertypes and Linotypes has been introduced by Star Parts, Inc. As illustrated in the accompanying picture (right), the lower part of the finger, which contacts the spaceband wedges, is bent back. This, according to the manufacturer, allows the spacebands to travel vertically to the spaceband pawl, and eliminates the swinging motion of the bands as they enter the spaceband box.

The upper section of the finger (A), remains unchanged, to transfer the matrices in the correct vertical position. The older style of transfer finger is illustrated at the left to allow comparison.

For information: Star Parts, Inc., 2 S. Main St., So. Hackensack, N.J.

Star transfer finger reduces space band swing



a simple adjustment. Knurled fountain keys permit control of the ink flow, and a drop blade ink fountain facilitates wash-ups. The ink fountain is made with a large capacity.

Suction wheels help control the tail of the sheet as the chain delivery deposits it on the pile. The jogging mechanism will handle stock from onion skin to cardboard. Even jogging of the pile eliminates much stock handling before re-run or cutting, Miehle reported. An inspection sheet can be removed while the press is running.

For information: The Miehle Co., 2011 Hastings St., Chicago 8.

Cutting Rule for Sharp Angles

Made by a new process, a cutting rule steel said to combine hardness and ease of bending is now available from Athenia Steel Division of National-Standard Co. The steel is used for making dies with sharp angles or intricate shapes for cutting paper, plastic, and similar materials.

Exceptional hardness is available, ranging from C36 to C50 depending on ductility desired. The ductility permits bending over radii of only 0.025 to 0.125 inch.

The cutting rule steel is made in any length in widths ranging from ¾ to 1½ inches and in thicknesses from 0.028 to 0.042. Other sizes can be manufactured to meet specific needs.

For information: Athenia Steel Division, National-Standard Co., Clifton, N.J.

Art Board With Blue Grid Lines

Bourges has introduced a nonphotographic blue grid on its bristol and illustration board. The new item is called Li-Nup and consists of blue lines printed on one side of the sheets at ⅛-inch intervals. The lines allow easier line-up and square-up of art work, while the white surface takes pen and brush line work readily. Bourges Li-Nup comes in a 22x28-inch size in both bristol and board.

For information: Bourges Color Corp., 80 Fifth Ave., New York City 11.

Numbering Machine Cleaning Fluid

A new cleaning formula named Super Sol-Dor is being distributed by the Wetter Numbering Machine Co. Manufactured by the Sol-Dor Co. of Athens, Ohio, the new solution quickly removes lint, dust, ink and any foreign matter while lubricating at the same time, according to the announcement.

Used with an automatic cleaning machine, three quarts of Super Sol-Dor are sufficient to clean up to 30 numbering heads, with no need for dismantling or manual brushing.

For information: Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn 8, N.Y.

Printed Offset on Mobile Index
25½ x 30½ — 180/M

HOLLINGSWORTH & WHITNEY MERCHANTS

ORDER YOUR SUPPLY OF
MOBILE INDEX AND MOBILE TAG, WHITE OR IVORY,
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CALIFORNIA	LOS ANGELES SAN FRANCISCO SAN FRANCISCO	Kirk Paper Co. Seaboard Paper Co. Wilson-Rich Paper Co.			
COLORADO	DENVER	Dixon & Co.			
CONNECTICUT	HARTFORD NEW HAVEN	Rourke-Eno Paper Co., Inc. Rourke-Eno Paper Co., Inc.			
FLORIDA	JACKSONVILLE MIAMI	Virginia Paper Co., Inc. Southern Paper Co.	NORTH CAROLINA	CHARLOTTE CHARLOTTE HIGH POINT RALEIGH	Henley Paper Co. Virginia Paper Co., Inc. Henley Paper Co. Epes-Fitzgerald Paper Co.
GEORGIA	ATLANTA	Dillard Paper Co.			
ILLINOIS	CHICAGO CHICAGO CHICAGO CHICAGO CHICAGO	Atwood Paper Co. Empire Paper Co. Hobart Paper Co. McIntosh Paper Co. Parker, Schmidt & Tucker Paper Co.	OHIO	CINCINNATI CINCINNATI CINCINNATI COLUMBUS DAYTON TOLEDO	The Chatfield Paper Corp. The Johnston Paper Co. Merchants Paper Co. Scioto Paper Co. Hull Paper Co. Paper Merchants, Inc.
	CHICAGO ROCK ISLAND	James White Paper Co. C. J. Duffey Paper Co.	OKLAHOMA	TULSA	Boene Paper Co.
INDIANA	FT. WAYNE INDIANAPOLIS INDIANAPOLIS INDIANAPOLIS	The Milcraft Paper Co. The Chatfield Paper Corp. Indiana Paper Co. C. P. Lash Paper Co.	OREGON	PORTLAND	Carter, Rice & Co. of Oregon
IOWA	DES MOINES DES MOINES	Birmingham & Prosser Co. Western Newspaper Union	PENNSYLVANIA	PHILADELPHIA PHILADELPHIA PHILADELPHIA PITTSBURGH	W. B. Killhour & Sons, Inc. Schwartz & Co. Whiting-Patterson Co., Inc. Chatfield & Woods Co.
KANSAS	WICHITA WICHITA	Southwest Paper Co. Wertgame Paper Co.	RHODE ISLAND	PROVIDENCE	Narragansett Paper Co.
KENTUCKY	LOUISVILLE LOUISVILLE	The Rowland Paper Co. Southeastern Paper Co.	SOUTH CAROLINA	COLUMBIA	Epes-Fitzgerald Paper Co.
LOUISIANA	NEW ORLEANS	Alco Paper Co.	TENNESSEE	MEMPHIS NASHVILLE NASHVILLE	Louisville Paper & Mfg. Co., Inc. Bond-Sanders Paper Co. Dillard Paper Co.
MAINE	PORTLAND	C. M. Rice Paper Co.	TEXAS	FORT WORTH HOUSTON LUBBOCK SAN ANTONIO	Western Paper Co. Benson Paper Co. Western Paper Co. Natho Paper Co.
MARYLAND	BALTIMORE BALTIMORE BALTIMORE	Bradley-Reese Co., Inc. The Mudge Paper Co. O. F. H. Warner & Co., Inc.	UTAH	SALT LAKE CITY	Dixon & Co.
MASSACHUSETTS	BOSTON BOSTON BOSTON BOSTON SPRINGFIELD	Andrews Paper Co. Century Paper Co. Colonial Paper Co. Tilston & Hollingsworth Co. Rourke-Eno Paper Co., Inc.	VIRGINIA	NORFOLK RICHMOND	Epes-Fitzgerald Paper Co. Virginia Paper Co., Inc.
MICHIGAN	DETROIT DETROIT GRAND RAPIDS LANSING	Chope-Stevens Paper Co. The Union Paper & Twine Co. Grand Rapids Paper Co. The Dudley Paper Co.	WASHINGTON	SEATTLE	Paper Sales Corp.
MINNESOTA	MINNEAPOLIS MINNEAPOLIS MINNEAPOLIS MINNEAPOLIS ST. PAUL	Butler Paper Co. C. J. Duffey Paper Co. Minnesota Paper & Cordage Co. The Paper Supply Co., Inc. Anchor Paper Co.	WASHINGTON, D. C.		Barton, Duer & Koch Paper Co. Stanford Paper Co. Virginia Paper Co.
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HOLLINGSWORTH & WHITNEY DIVISION
Scott Paper Company

Trademark "MOBILE" Reg. U. S. Pat. Off.

Printed Circuit Resist

A coating for the production of printed circuit boards called LePage's Printed Circuit Resist has been made by LePage's, Inc. The circuit resist is a photosensitive covering employed to cover the copper surface of a circuit board before the image is transferred from a negative to the copper. This is similar to the photo-engraving process. The manufacturer claims the Printed Circuit Resist speeds production of etched printed circuits.

For information: LePage's, Inc., Gloucester, Mass.

Fluorescent Screen Process Colors

In-Dor Day-Glo is a new line of day-light fluorescent screen process colors announced by Switzer Brothers, Inc. Especially formulated to be used for inside displays, the colors are also suitable for short-term outdoor uses if applied full strength, according to Switzer.

For information: Switzer Brothers, Inc., 4732 St. Clair Ave., Cleveland 3, Ohio.

Microgramma Italian Type

Amsterdam Continental Types and Graphic Equipment, Inc., is now distributing the first of a series of type faces coming from Italy's largest foundry, Società Nebiolo of Turin. Microgramma, an all-cap sans serif face on American point body, is available in regular extended, condensed, bold and bold extended weights. It is described by the distributor as related in feeling to the Copperplate Gothic family, presenting an even tone, achieving dignity and regularity with strokes of uniform weight, and suggesting squareness in the conformation of the characters. It comes in a full range of sizes up to 36-point including four small sizes on 6-point in regular and extended.

For information: Amsterdam Continental Types and Graphic Equipment, Inc., 268 Fourth Ave., New York 10.

Microgramma sans serif face available in regular, extended, condensed, bold, bold extended weights

**MICROGRAMMA
BOLD EXTENDED
MICROGRAMMA BOLD
MICROGRAMMA
EXTENDED
MICROGRAMMA
MICROGRAMMA CONDENSED**



Graviplast plate etcher holds the plate face down in a horizontal position for an even flow of acid

Imported Graviplast Plate Etching Machine

An etcher machine which holds the plate face down in a horizontal position is being introduced by Amsterdam Continental Types & Graphic Equipment, Inc. Called the Graviplast, the etcher is made by the West German firm of Hoh & Hahne.

According to the distributor, the horizontal feature eliminates the problem of acid flowing downward on the plate surface. Other features include a belt-driven motor device which sprays the acid upward against the plate surface, a plate-

mounting system which permits withdrawal of the plate for inspection without stopping the action of the machine, and allows the plate to be turned face up for inspection and to be flushed with water without removing the plate.

The importer also claims the etcher has an improved control of the etching process achieved by flushing the plate directly at the machine. The Graviplast works with copper, zinc, and magnesium plates and with all etching acids.

For information: Amsterdam Continental Types & Graphic Equipment, Inc., 268 Fourth Ave., New York 10.

Coated Offset Redesigned

The Kimberly-Clark Corp. recently announced the production of an improved whiter and brighter paper in its Shorewood coated offset line.

Shorewood is said to be aimed at filling the gap between expensive enamels and lower cost uncoated paper and is recommended by K-C for offset reproduction from standard monotone to multicolor gloss inks.

The paper is offered in the same sizes as previously and is available in 60-, 70- and 80-pound basis weights. Shorewood is also available in special orders in 50- and 100-pound basis weights.

For information: The Kimberly-Clark Corp., Neenah, Wis.

Presensitized Offset Plate

Lithoplate, Inc., a subsidiary of Harris-Intertype Corp., has developed a 59-inch presensitized offset plate. The plate, measuring 47 1/4 x 59 inches, is made of a .015-gauge aluminum sheet. The producer claims that the plate's heavier gauge provides a greater degree of strength, durability and safety.

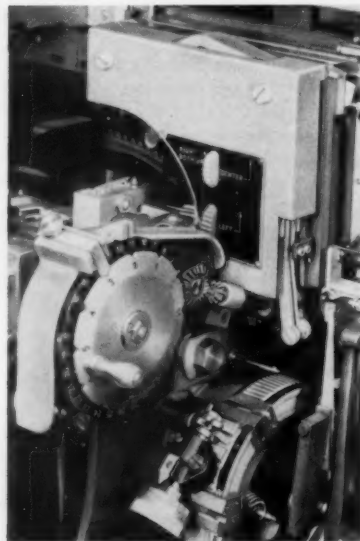
For information: Lithoplate, Inc., 278 Arden Drive, El Monte, Calif.

Intertype Co. Introduces Its Dual-Duty Quadder

After several months of field testing, the Intertype Co. has made available its Dual-Duty Quadder, a device for automatic composition of white space. The quadder can be furnished as extra equipment on all new Intertypes and can be applied to outstanding pedestal-base Intertype machines.

The Dual-Duty Quadder is adaptable to either manual or automatic operation without any modification; it plugs into the Teletypesetter operating unit.

Horizontal push-button controls, with color-coded signal lights for manual operation, provide for quadding left, center, or right, and for normal justification. Lines beyond justification limit are automatically quadded flush left.



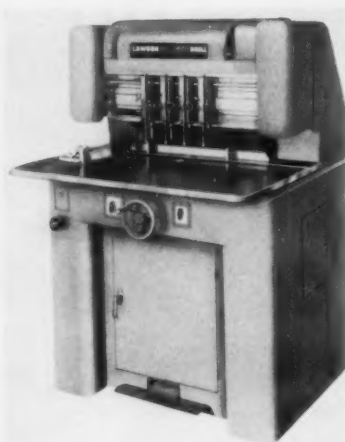
Dual-Duty quadder for white space composition

A mechanical memory unit permits as many as three lines with different quadding requirements to be in process at the same time. An auxiliary mechanical control on the face of the memory unit permits the quadder to be operated in the event of failure of the electrical signal system. The quadder can also be made inoperative.

One measure control operates vise jaws, assembler slide, and saw in a single action. They can also be set independently. Coaxial dials provide for setting measures up to 30 picas in picas and points.

A spring-loaded jaw tension device provides uniform jaw pressure for all quadder functions. Jaw pressure is completely relieved between first and second justification actions. Spacebands rise on all quadder functions to provide spacing between words.

For information: Intertype Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 1.



Multiple head drill produces round, slot holes

Multiple Head Drill

A heavy-duty multiple head drill that the manufacturer claims is capable of drilling round or slot holes in lifts as high as 2¼ inches at a speed of 30 strokes per minute is now being produced by the Lawson Co., a division of Michle-Goss-Dexter, Inc.

The drill features a fixed table construction which enables the operator to maintain a fixed feeding position. The manufacturer reports that an adjustable chuck holds the drill tight and eliminates drill wobble and reduces breakage. The drill head also has a built-in clamp.

For information: Lawson Co., 426 W. 33rd St., New York 1.

W-P Markets Shocking White

Shocking White Plover bond is being introduced to the paper and printing trades by Whiting-Plover Paper Co., Stevens Point, Wis. The new bond is available in 17x22-20 and 22x34-40 sizes.

For information: Whiting-Plover Paper Co., Stevens Point, Wis.

Scott Dura-Weve Paper Available in Five Colors

The Scott Paper Co. has developed Dura-Weve, a cloth-like material which combines the properties of paper and textiles. It is supplied in large rolls to paper converters who fabricate the material.

By the embossing and printing processes, Dura-Weve can be made into a variety of designs to achieve the appearance of loomed fabrics. Standard presses may be used for printing on the material. Dura-Weve may be die-cut, sewed, glued and stapled.

Among the products that can be made from Dura-Weve are handtowels, tablecloths, headrest covers, drape sheets and garments. The material is available in five colors: white, beige, pink, aqua, and yellow. The manufacturer expects the material to expand the present uses of paper.

For information: Scott Paper Co., Front & Market Sts., Chester, Pa.

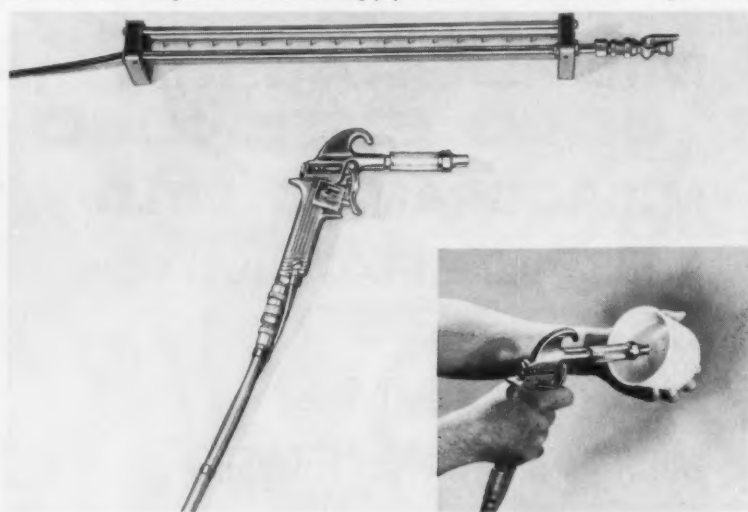
Simco Static Eliminating Bars Clean and Neutralize Film, Paper

Two static eliminating devices for cleaning dust and dirt from paper sheets and film, to which the dust is attracted and held electrostatically, have been developed by Simco Co. In the static bars provision is made for simultaneous blowing off of the dirt and neutralization of the static charges on both the dirt and the article being cleaned.

One of the bars, called the Air Type Shockless Bar, incorporates an air tube with holes opposite each point and can be made in any length to fit the application. The other device, called the Neutrostat Air Gun, is a hand-held, compressed air gun with a static eliminator built into the nozzle.

For information: Simco Co., 920 Walnut St., Lansdale, Pa.

Simco static eliminating devices are for cleaning paper sheets and film when static charges develop



MONTH'S NEWS

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

Self-Advertising Exhibition, Awards Contest Announced

The First Annual Electrotypes and Stereotypes Self-Advertising Exhibition and Awards have been announced by James H. Manning, general manager of Standard Electrotype Co., Pittsburgh, and head of the advertising division of International Association of Electrotypes and Stereotypes' public relations committee.

All electrotypes and stereotypes throughout the world who use advertising to develop and sustain markets for their production are eligible to enter specimens, and no entry fee is required. Entries must have been used between Oct. 1, 1957, and Sept. 15, 1958, the deadline for all entries.

Awards will be presented in two classifications: plants with 25 or fewer employees and those with 26 or more. First awards in each case will be \$250 cash and a plaque. Second awards will be honor plaques and the judges may also rate entries for honorable mention certificates.

Advertising campaigns are defined as three or more pieces used in any medium. All three need not be in the same medium. Booklet, folder, house organ, novelty, annual report, newspaper and trade paper and all other forms of self-advertising are eligible if intended primarily to aid directly or indirectly in the sale of duplicate platemaking plant products. Rating of entries will be based on plan and continuity, ideas, copy, design and physical appearance, reproduction quality, results and effectiveness.

A folder giving complete details is available from the association at 1058 Leader Bldg., Cleveland 14.

Design Exhibition to Be Held

A feature of the 1958 Visual Communications Conference in New York City will be the 37th Annual Exhibition of Advertising and Editorial Art Design sponsored by the Art Directors Club. With Paul Smith, president of Calkins & Holden, Inc., as chairman, the conference will be staged April 2 and 3 at the Waldorf-Astoria Hotel, where the exhibition will be on view April 1-10. Exhibition chairman is Victor Trasoff, art director of Wm. Douglas Adams, Inc.



Kurt E. Volk (second from right), vice-president, PIA, presents Harold G. Bagshaw (l.), Connecticut Printers, Inc., a certificate of craftsmanship award from PIA Master Printers Section. Kenneth W. Finlay (second from left), chairman, Graphic Arts Association of Connecticut, and Ralph G. Adcock, (r.) chairman, GAAC's certificate of craftsmanship program committee, look on. Fifty-nine certificates were awarded to member firms in recognition of continued high standard of individual craftsmanship



Re-elected as officers of the Graphic Arts Industry, Inc., at 81st annual meeting are (seated l. to r.) vice president, Frederick C. Schilpin, Times Publishing Co., St. Cloud, Minn.; Paul J. Ocken, GAI vice-president, secretary, general manager, Minneapolis; (rear, l. to r.) vice-president, Birger Swenson, Augustana Book Concern, Rock Island, Ill.; president, C. E. Johnston, Beloit (Wis.) Daily News

Recent open house exhibit of Heidelberg presses was attended by over 600 southern California printers. This was the first public inspection of the new Los Angeles plant and a new 15x20½ cylinder press





Arthur W. Rippl (r.) of Arthur W. Rippl Printing Co., new Printing Industry of Pittsburgh president, presents a citation to his predecessor Arthur H. Gratz, Herbeck & Held Printing Co., who has been elected to the national board of directors of Printing Industry of America, Inc. Mr. Gratz, who will continue to be active in PIP affairs, served as association head for two years

Typo Composition Groups Plan February Meetings

A midwinter conference staged jointly by the International and Southwestern Typographic Composition Associations is dated for Feb. 6-8 at the Roosevelt Hotel in New Orleans.

International vice-presidents Walter R. Adamson of Mono Lino Typesetting Co., Inc., Toronto, and Clarence E. Harlowe of Harlowe Typography, Inc., Washington, D.C., will chair the sessions.

Gerald A. Walsh is due to speak as Printing Industry of America's industrial relations director. O. Fred Duensing of E. O. Vandercook & Sons, Chicago, will discuss a phase of plant production. The agenda also calls for a study of personnel management and specialized operating problems, and for a half-day forum on sales and promotion activities.

On the social side there'll be an opening reception, breakfast, luncheons, buffet dinner and a yacht cruise for the ladies.



Floyd C. Larson (center), International Association of Electrotypers & Stereotypers executive secretary-treasurer, addressed the Ottawa Club of Printing House Craftsmen at a recent meeting. Keith Lachance, first vice-president, is at left and Ken Nesbitt, the Ottawa club president, is at the right

Autographing the first copy of *Time* to be produced at E. A. Merkle, Inc., Washington, D.C., is James A. Linen, publisher, *Time*. Looking on are Julian B. Baird, Under Secretary of the Treasury; J. Edward King, vice-president of *Time*, and Edward A. Merkle, president, E. A. Merkle, Inc. The plant produces approximately 100,000 copies of the news magazine each week for southeastern states



March 20-22 is the time for ITCA's management conference at the Miramar Hotel in Miami, Fla. The spring conference is dated for May 23-28. Sessions will be held aboard the "Queen of Bermuda" sailing from New York.

Gilbert W. Bassett Named MGD Marketing Manager

Gilbert W. Bassett has been appointed manager of marketing for the Miehle Div. of Miehle-Goss-Dexter, Inc., according to

an announcement by Carlton Mellick, vice-president in charge of sales. Mr. Mellick pointed out that during the last ten years, the Miehle Co. has substantially increased its product lines as well as its volume of sales and, as a result, this



Gilbert W. Bassett

new position was created to coordinate several functions of the sales department. The marketing manager will have the responsibility of supervising the advertising, sales promotion, sales training and publicity functions of the company.

Mr. Bassett, a graduate of the Printing Management School of Carnegie Institute of Technology, has been associated with Miehle for the last eight years, after previous experience in large and small printing plants. Mr. Bassett was originally with the sales research department of Miehle and more recently has been in charge of the Lithoprint sales program.

S&V West Coast Plant to Open

Sinclair and Valentine Co.'s Seattle, Wash., plant is due to open this month and will produce ink and handle litho chemicals, plates and blankets.

Gordon Monsen (l.), president, Monsen Typographers, Inc., Chicago, does honors on cake marking 70th anniversary of company. Looking on (l. to r.) are Myron Monsen, chairman of the board; Walter Schlobom, printer with Monsen for 42 years, and Peter Paul, vice-president of Monsen





WHAT'S HE PUTTING INTO THIS VIOLIN THAT HELPS YOUR PRINTING HIT THE RIGHT NOTE?

WHAT'S in a fine violin that helps give it a brilliant tone—a more beautiful look? Hardwood! What's the secret of making finer bond paper? Hardwood—if you know how to use it. And Hammermill does with an exclusive hardwood pulp called Neutrancel®.

Hammermill's Neutrancel unlocks the secret of hardwood to give Hammermill Bond greater opacity—give your printing better contrast, a crisper look. It

helps you produce better-looking letterheads, enclosures, business forms. Neutrancel blends with other quality pulps to knit all the fibers together more closely—smooth out the tiny “hills and valleys” you find on the surface of most papers. It gives Hammermill Bond a velvety, more level printing surface than was ever possible with softwoods alone. It makes good printing look even better.

And Neutrancel helps make printing on

Hammermill Bond easier to sell. There's greater strength and bulk; neater folding, too. Neutrancel increases the important snap and feel that says quality. It's the best, cleanest Hammermill Bond ever.

Ask your Hammermill salesman to show you samples of new Hammermill Bond with hardwood's finer fibers. You'll like it. So will your customers. Hammermill Paper Company, Erie, Pa.

Ask for

**HAMMERMILL
BOND**

with Neutrancel's finer fibers

D. G. Manley, D. E. Murray Named ATF Vice-Presidents

DeWitt G. Manley and Douglass E. Murray have been elected vice-presidents of American Type Founders, Inc. Mr. Manley is in charge of sheet-fed sales and Mr. Murray has charge of web-fed sales.

Mr. Manley had served since 1955 as Sheet-Fed Div. general sales manager. He joined ATF in 1945 as a field specialist, became promotion manager for offset press sales in 1948, and later was Detroit branch manager. Mr. Murray has been an ATF man with the Web Offset Div. for



DeWitt G. Manley



Douglass E. Murray

22 years. In 1945 he became general sales manager of that division. He has been instrumental in designing and building many of the company's web presses.

Wallace R. Asdel Appointed Intertype District Manager

Wallace R. Asdel has succeeded Elmer H. Hostetler as Intertype Co. southwestern district manager in Los Angeles. Mr. Hostetler retired on New Year's Day after serving the company for 42 years. His successor has been an Intertype representative since 1936, most of the time in his native California. He acquired his basic training at the Los Angeles Trade



Wallace R. Asdel

Technical Junior College, where he studied printing methods, and by serving as a University of Southern California Press operator while completing specialized courses. For several years he was a machinist and operator in newspaper plants. He is a member of the Los Angeles Club of Printing House Craftsmen and an honorary member of the Alpha Pi printing fraternity at Compton College.

Mr. Hostetler joined Intertype Corp. in 1915 as a temporary employee in San Francisco and in 1920 was transferred to Los Angeles to set up the southwestern district. He is active in several trade groups.

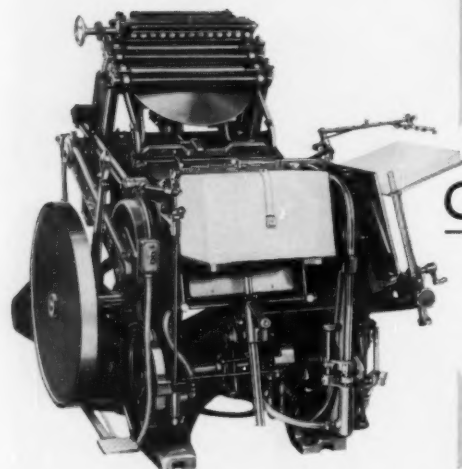
W. A. Dwiggins Exhibit Opens

An exhibition of the work of the late William A. Dwiggins, the distinguished graphic designer, is now open to the public at the Lakeside Press galleries of R. R. Donnelley & Sons Co., 350 E. 22nd St., Chicago. On display are nearly 90 volumes representative of Mr. Dwiggins' work. The show will run until March and is open daily except Saturdays, Sundays and holidays.

Former President Harry Truman (I.) was to receive 1958 Franklin Award for Distinguished Service at annual Printing Week dinner in New York Jan. 14. Award is sponsored by New York Employing Printers Association. Dinner is principal event of Printing Week in New York, sponsored by 65 organizations in advertising, publishing, printing. Another feature of dinner program was an appreciation of Benjamin Franklin by Dr. John C. Warner (r.), president of Carnegie Institute of Technology, Pittsburgh, Pa.



FOR PRINTERS who want to make money



CHANDLER & PRICE CRAFTSMAN

Side Delivery
Automatics

10 x 15
12 x 18

Every operating feature of C & P Craftsman automatics is designed to enable the printer to do better work—faster:

1. **Side-delivery** provides the same ample capacity on both feed and delivery tables.
2. **Two-up hairline register** of both one and two color forms doubles production of small sizes.
3. **Dual impression controls** built-in to substantially reduce make-ready time in changing from light to heavy forms.
4. **Left or right register** provides greater facility on "work-and-turn" jobs.
5. **Time-proved ink distribution** insures correct inking over entire form, both large halftones and heavy solids.

6. **Extra large sheet sizes**—(11" x 17" on 10" x 15"; 13" x 19" on 12" x 18") can be accommodated with smallest size of sheet down to 1 1/4" x 3 3/4".

7. **High Speed Production** which delivers quality printing at speeds consistent with the kind of work being produced.

In addition, complete convenience in operating controls, oiling, washup and adjustments are provided for the pressman.

Ask your C & P dealer for full details of the Craftsman Side Delivery Automatic or write us.

As accessory equipment these presses can be furnished with automatic throw-off and stop if sheet fails to feed or to deliver.

THE CHANDLER AND PRICE COMPANY

6000 Carnegie Avenue • Cleveland 3, Ohio

Manufacturers of dependable printing presses and paper cutters



Bert Chambers, Strathmore Co. Design Consultant, Retires

Bert Chambers, retiring after serving Strathmore Paper Co. as advertising design and production consultant for more than 25 years, was the company's guest of honor at a luncheon in the University Club, New York City.

Toastmaster Paul A. Bennett of Mergenthaler Linotype Co. introduced speakers who paid tribute to Mr. Chambers for contributing so greatly to the quality of Strathmore advertising and printed promotion.

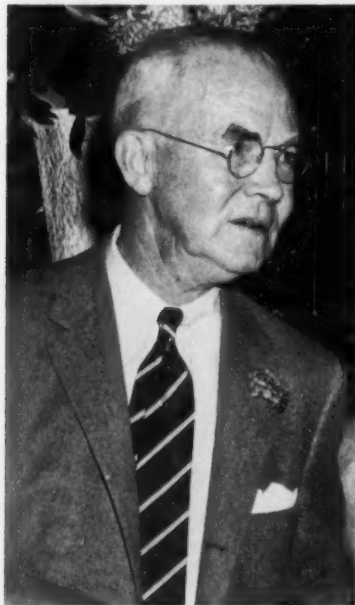
Among those joining in these tributes were F. Nelson Bridgham, president; Harry E. Riggs, vice-president for sales; Abbott Kimball, who handles the company's advertising, and Frank L. Henahan, president of Aldus Printers, New York.

Messages expressing regret that they could not join personally in honoring Mr. Chambers came from Will Bradley, Rudolph Ruzicka, T. E. Cleland and others prominent in the field of graphic arts design.

Some 100 guests inspected examples of Chambers' work which was displayed on 20 boards. These examples had been reproduced in a brochure.

The exhibit of material which Mr. Chambers designed or developed for designing by others was displayed through the week following the luncheon and is due for showing in principal cities under the auspices of the merchants handling Strathmore lines.

Bert Chambers responds to tributes paid to him at Strathmore Paper luncheon in New York, marking his retirement after serving for 25 years



Mr. Chambers began his graphic arts career in 1908 in a Jefferson, Ohio, newspaper plant where he learned to set type and run presses. He studied journalism at Ohio State University and edited its daily newspaper. After World War I Army service, he designed direct mail material for Packard Motor Car Co. of New York. Then he cofounded Aldus Printers, which specialized in fine letterpress and offset, and developed water color printing. When the company became part of Bartlett-Aldus Press he was named vice-president in charge of design. In 1933 he moved to Concord, Mass., where he worked as a free-lance designer and in association with Strathmore.

Howard N. King Kicks Off Printing Week in Boston

A Boston Typographic Workshop conducted by Intertype Co. typographic consultant Howard N. King, vice-president of Maple Press, York, Pa., and past president of the International Association of Printing House Craftsmen, was to be the kick-off feature of New England Printing and Publishing Week. Dr. Joseph Del Porto, head of Boston University's journalism department, was scheduled to chair the three sessions. On January 18 Mr. King was to conduct another workshop at the University of Utah in Salt Lake City.

The New England program also called for a Printing and Machinery Show, a Book Fair at the Boston Public Library, a direct mail day luncheon, a Bookbuilders of Boston session addressed by John Begg of Oxford University Press, and meetings of the New Hampshire Weekly Publishers Association and the New England Weekly Press Association. A two-day Lithographic Technical Workshop was timed to round out the week. Francis J. Tominey of *New England Printer & Lithographer* is general chairman.

Frank Lightbown Named Critic For T. & H. Calendar Sheets

Frank Lightbown, board chairman of Cecil H. Wrightson, Inc., Boston trade composition house, is official critic for Tileston & Hollingsworth's calendar for 1958.

This project, sponsored annually by the papermaking company, shows the work of 12 different printers. Each designs and prints a monthly sheet. Their work is appraised by mail ballot and then by the official critic.

Mr. Lightbown will rate the 1958 sheets during sessions of 17 graphic arts

groups along the eastern seaboard. He is the 19th critic in the 35-year history of the T&H project. He is president of the International Typographic Composition Association, a past president of the Boston Society of Printers, a member of the Bookbuilders and the Printing House Craftsmen's Club in Boston, a director of the Graphic Arts Institute of New England, and was acclaimed New England Craftsman of the Year 1956.

Maple Press of York, Pa., Buys NYC's Valentine Co.

The Maple Press of York, Pa. has entered the bookbinding field by purchasing the J. C. Valentine Co. of New York City.

Both plants are continuing operations in their respective cities. John U. Wisotzkey, president of Maple Press, is chairman of the Valentine board and John Hunter continues as president. Other officers are Howard N. King, vice-president; John U. Wisotzkey, Jr., treasurer; Spencer R. Livcrant, secretary.

J. C. Valentine Co. was founded in 1859 and became one of the leading edition bookbinding houses in New York City. The average payroll numbers 225 persons. The Maple Press, established 57 years ago, employs some 350 people. Technical and medical books account for much of the company's composition and printing volume. In addition to Monotype and Linotype composing facilities, the company operates 18 presses for book work plus pamphlet binding and electrotyping departments.

Gegenheimer Co. Purchases Assets Of International Press Cleaner

William Gegenheimer Co., Inc., Brooklyn, N.Y., has acquired the assets of the International Press Cleaner and Manufacturing Co., which was founded by Joseph Schultz, inventor of the International Press Cleaner.

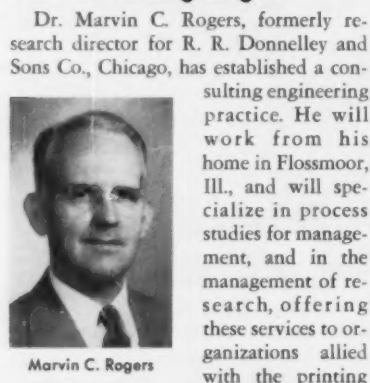
Mr. Schultz said that sale of the business would permit him and his son, George E. Schultz, to devote more time to the management of their Great Lakes Lithograph Co. of Cleveland.

The Gegenheimer company, manufacturers of Baldwin press washers, ink fountain agitators, water levels and water stops, is continuing production, marketing and servicing of International Press Cleaners.

S&V Closes Detroit Plant

Sinclair & Valentine Co. has closed its Detroit plant. Expansion of Kalamazoo facilities was planned with the Detroit closing in mind, according to Matt J. Leckey, president. Frank Cumberland continues as Detroit branch manager. Other employees were given an opportunity to transfer to the Kalamazoo plant if they so desired.

M. C. Rogers Established As Consulting Engineer



Marvin C. Rogers

Dr. Marvin C. Rogers, formerly research director for R. R. Donnelley and Sons Co., Chicago, has established a consulting engineering practice. He will work from his home in Flossmoor, Ill., and will specialize in process studies for management, and in the management of research, offering these services to organizations allied with the printing

business. The work includes project planning and direction, research advisory service, process design, printing quality surveys, consultation and advice on graphic arts processes and their applications. Dr. Rogers is currently a member of the executive committee of the Research and Engineering Council of the Graphic Arts, and is chairman of the council's photomechanics and platemaking committee. He is founder and past president of the Technical Association of the Graphic Arts (TAGA) and was its representative at the International Conference of Printing Research Institutes in Munich, Germany, last May.

Dr. Rogers has been active at various times during the past several years in technical phases of Gravure Research, Inc., Photoengravers Research, Inc., and Printing Plates Research, Inc. He has served as discussion leader for seminars on research management held by the American Management Association.

A chemical engineer with degrees from the University of Minnesota and the University of Michigan, Dr. Rogers served during World War II as a lieutenant colonel assigned to the Petroleum Administration for War in Washington. His industrial experience includes process engineering for Standard Oil Co. of Indiana, in addition to his Donnelley position.

West Coast Printing Association Honors Eight Local Pioneers

Recognition for more than 400 years of combined service to the graphic arts industry was recently given to eight printing pioneers as they were awarded honorary memberships in Printing Industries Association, Inc. of Los Angeles.

W. J. Brandenburg, Carl Bundy, William Carnall, Fletcher Ford, Robert A. Heffner, Clay Shaw, Sam Terry and Robert Webb were presented framed certificates by PIA president Sidney James for each having devoted 50 years of service to the growth and betterment of the printing industry.



Winners of the two grand prizes in the Samuel Bingham's Son Mfg. Co.'s contest are (above) Mr. and Mrs. William Mueller of Racine, Wis. A pressman with Western Printing and Lithographing Co., Racine, Mr. Mueller won first prize—trip to Paris for two. Second prize winners are (below) Andrew and Bertha Balika of Cleveland. Mr. Balika, plant superintendent, Copifyer Litho Corp., Cleveland, won a free trip to Bermuda



Eastern Corp. Appoints M. W. Gill Advertising, Sales Promotion Head

Monroe W. Gill has been promoted to manager of advertising and sales promotion for Eastern Corp., Bangor, Me. Mr.



Monroe W. Gill

Gill was previously in charge of national advertising and sales in Ohio and upstate New York. He held sales, merchandising and advertising management positions after being graduated from Harvard University's School of Business Administration. In his new position Mr. Gill is working with the sales staff and merchant selling organizations.

George W. Griffin has resigned as manager of sales to become executive vice-president of Hobson Miller Paper Co., New York.

Business Forms Institute To Hold February Meetings

Business Forms Institute directors in New York City session last month readied plans for the organization's annual meeting, which will be held Feb. 13-14 at the Park Lane Hotel in that city.

The agenda calls for charting the institute's 1958 activities in behalf of its member companies and, among other items, announcement of the officers who will guide the group's progress through the new year.

Heading the current slate is R. S. Daugherty, president of the Shelby (Ohio) Salesbook Co. Vice-presidents are W. C. Lamprecht, vice-president and general manager of Stephen Greene Co., Philadelphia, and Thomas A. Taylor, vice-president and sales manager of Schwabacher-Frey Co., San Francisco. H. M. Meloney is executive secretary with offices in Greenwich, Conn.

Lawson Co. to Introduce 1958 "Leadership Line"

During 1958, the Lawson Co., a division of Miehle-Goss-Dexter, Inc., will introduce a complete new "Leadership Line" of equipment, according to D. W. Schulkind, president. The line will include 60-, 66- and 69-inch Pacemaker hydraulic clamp cutters; series V65-H cutters in 46-, 52- and 55-inch sizes, equipped with an electro-hydraulic-operated clutch and brake; series "C" three-knife heavy duty Rapid Trimmer, and the heavy duty Lawson Hi-Speed multiple head drill.

The introduction of the new machines is part of a year-long celebration marking the 60th anniversary of the firm. It also marks Mr. Schulkind's 50th year in the graphic arts industry. The company has adopted the theme "1958 Is Lawson Leadership Year."

Discussing Materials Handling Div. of Miehle-Goss-Dexter, and program for newspapers, publications and commercial printing plants are H. R. Behr (l.), division manager, and C. S. Reilly, vice-president, sales, Goss Co., division of M-G-D (See page 91 for Materials Handling Div. story)





NEW LABEL PAPER FOR TEXTILES!

Stays put on natural **and** synthetic fabrics...
peels off without leaving a trace!

IMAC® TEX®
HEAT SEAL
LABEL PAPER



FIRST WITH THE
FINEST IN ADHESIVE
PAPERS

NASHUA
Corporation

NASHUA,

NEW HAMPSHIRE

Now you can offer textile customers *and prospects* a label that sticks to virtually any known fabric — natural or synthetic, knitted or woven — and peels off without leaving a trace of residue!

New Imac TEX label papers eliminate the need for special papers for various textile labeling jobs. TEX stays put under repeated flexing and rough handling... protects product identity and appearance at point of sale.

Moreover, no special labeling equipment is needed with TEX Heat Seal Labels. They can be applied during the pressing operation, or with a hand iron. Moistening and glue smears are eliminated.

This new development in labels is exactly what textile label users have been looking for. Capitalize on it — for better satisfied customers... *new* label business! Your Nashua distributor will be glad to give you full information. He's listed on the back of this insert.

DAVAC BALANCED GUMMED PAPERS • PERVERNAC
DELAYED-ACTION HEAT SEAL PAPERS • IMAC IN JAY
ACTION HEAT SEAL PAPERS • TEX HEAT SEAL TEXTILE
LABEL PAPER • NASHUA GUMMED LABEL PAPERS

New Nashua IMAC® TEX® Heat Seal Labels for textiles are available through these fine paper merchants

ALBANY, NEW YORK Hudson Valley Paper Company	FARGO, NORTH DAKOTA John Leslie Paper Company	MISSOULA, MONTANA Carpenter Paper Company	ROCHESTER, NEW YORK Alling & Cory Company
ALBUQUERQUE, NEW MEXICO Carpenter Paper Company	FORT WAYNE, INDIANA Taylor Martin Papers, Inc.	MOBILE, ALABAMA Partin Paper Company	ST. LOUIS, MISSOURI Acme Paper Company
ATLANTA, GEORGIA Whitaker Paper Company	FORT WORTH, TEXAS Carpenter Paper Company	MONTREAL, QUEBEC Inter City Papers Ltd.	ST. PAUL, MINNESOTA John Leslie Paper Company
AUGUSTA, MAINE Carter Rice Storrs & Bement	GLOUCESTER CITY, NEW JERSEY Rhodes Paper Company	NASHVILLE, TENNESSEE Bond-Sanders Paper Company	SALT LAKE CITY, UTAH Carpenter Paper Company
AUSTIN, TEXAS Carpenter Paper Company	GRAND ISLAND, NEBRASKA Carpenter Paper Company	NEW HAVEN, CONNECTICUT John Carter Company Carter Rice Storrs & Bement	SAN ANTONIO, TEXAS Carpenter Paper Company
BALTIMORE, MARYLAND Whitaker Paper Company	GRAND RAPIDS, MICHIGAN Carpenter Paper Company	NEW ORLEANS, LOUISIANA D & W Paper Company, Inc.	SAN FRANCISCO, CALIFORNIA Carpenter Paper Company
BILLINGS, MONTANA Carpenter Paper Company	GREAT FALLS, MONTANA Carpenter Paper Company John Leslie Paper Company	NEW YORK, NEW YORK Aldine Paper Company American Paper Exports Inc. Harry Elish Paper Company George W. Millar & Co., Inc. Whitaker Paper Company	SAVANNAH, GEORGIA Atlantic Paper Company
BOSTON, MASSACHUSETTS John Carter Company Carter Rice Storrs & Bement	GREENSBORO, NORTH CAROLINA Dillard Paper Company	NEWARK, NEW JERSEY Central Paper Company	SEATTLE, WASHINGTON West Coast Paper Company
BRISTOL, VIRGINIA Dillard Paper Company	GREENVILLE, SOUTH CAROLINA Dillard Paper Company	NORFOLK, VIRGINIA Old Dominion Paper Company	SIOUX CITY, IOWA Carpenter Paper Company
BUFFALO, NEW YORK Alling & Cory Company	HARLINGEN, TEXAS Carpenter Paper Company	OKLAHOMA CITY, OKLAHOMA Carpenter Paper Company	SIOUX FALLS, SOUTH DAKOTA John Leslie Paper Company
CHARLESTOWN, WEST VIRGINIA Copco Papers, Inc.	HARTFORD, CONNECTICUT John Carter & Company	OMAHA, NEBRASKA Carpenter Paper Company	SPRINGFIELD, MASSACHUSETTS Carter Rice Storrs & Bement
CHARLOTTE, NORTH CAROLINA Charlotte Paper Company Dillard Paper Company	HOUSTON, TEXAS Carpenter Paper Company	OGDEN, UTAH Carpenter Paper Company	SYRACUSE, NEW YORK Alling & Cory Company
CHICAGO, ILLINOIS Bradner Smith & Company Dwight Bros. Paper Co.	INDIANAPOLIS, INDIANA Indiana Paper Company	ORLANDO, FLORIDA Central Paper Company	TACOMA, WASHINGTON Allied Paper Co., Inc.
CINCINNATI, OHIO Whitaker Paper Company	JACKSONVILLE, FLORIDA Jacksonville Paper Company	PHILADELPHIA, PENNSYLVANIA Rhodes Paper Company Whiting Patterson Company	TALLAHASSEE, FLORIDA Capital Paper Company
CLEVELAND, OHIO Alling & Cory Company	KANSAS CITY, MISSOURI Carpenter Paper Company	PITTSBURGH, PENNSYLVANIA Whitaker Paper Company	TAMPA, FLORIDA Tampa Paper Company
COLUMBIA, SOUTH CAROLINA Palmetto Paper Company	KNOXVILLE, TENNESSEE Dillard Paper Company	POCATELLO, IDAHO Carpenter Paper Company	TOLEDO, OHIO Central Ohio Paper Company
COLUMBUS, OHIO Central Ohio Paper Company	LINCOLN, NEBRASKA Carpenter Paper Company	PORTLAND, OREGON Carter Rice & Company	TOPEKA, KANSAS Carpenter Paper Company
CONCORD, NEW HAMPSHIRE John Carter & Company, Inc.	LOS ANGELES, CALIFORNIA Carpenter Paper Company	PROVIDENCE, RHODE ISLAND John Carter & Company, Inc. Carter Rice Storrs & Bement	TORONTO, ONTARIO Buntin Reid Paper Co., Ltd. Inter City Papers Ltd.
DALLAS, TEXAS Carpenter Paper Company	LOUISVILLE, KENTUCKY Rowland Paper Co.	PUEBLO, COLORADO Carpenter Paper Company	UTICA, NEW YORK Alling & Cory Company
DAYTON, OHIO Central Ohio Paper Company	LUBBOCK, TEXAS Carpenter Paper Company	RALEIGH, NORTH CAROLINA Raleigh Paper Company	VANCOUVER, B. C. Coast Paper Ltd.
DENVER, COLORADO Carpenter Paper Company	MACON, GEORGIA Macon Paper Company	ROANOKE, VIRGINIA Dillard Paper Company	WASHINGTON, D. C. Whitaker Paper Company
DES MOINES, IOWA Carpenter Paper Company	MEMPHIS, TENNESSEE Tayloe Paper Company		WILMINGTON, NORTH CAROLINA Dillard Paper Company
DETROIT, MICHIGAN Whitaker Paper Company	MIAMI, FLORIDA Everglade Paper Company		WILMINGTON, DELAWARE Whiting Patterson Company
EAST HARTFORD, CONNECTICUT Carter Rice Storrs & Bement	MILWAUKEE, WISCONSIN Dwight Bros. Paper Co.		WINNIPEG, MANITOBA Clark Papers Ltd.
EL PASO, TEXAS Carpenter Paper Company	MINNEAPOLIS, MINNESOTA Carpenter Paper Company John Leslie Paper Company		WORCESTER, MASSACHUSETTS Carter Rice Storrs & Bement

Miehle-Goss-Dexter Establishes Materials Handling Division for Printing Plants

A complete engineering service for all materials handling in printing plants has been announced by R. C. Corlett, president of Miehle-Goss-Dexter, Inc. The new service will be known as the Materials Handling Div. of M-G-D.

Comprehensive engineering analysis, planning and procurement of the integrated equipment from one source will now be available to newspapers, publications, and commercial printers.

The first step offered by the new division will consist of handling newsprint from entry into the plant through every phase of production to delivery of the bundled newspapers into trucks, along with all plate handling to and from the pressroom.

Mailroom equipment includes dispatch conveyors, counter stackers, automatic bundle wire tying machines, automatic bundle counting and dispatching systems, with conveyors to carry bundles to trucks.

Eventually, the service will be expanded to include all materials handling in any printing plant.

Herbert R. Behr has been named manager of the new division. He has planned materials handling systems for many newspaper plants. He will collaborate with the de Florez Co., Inc., New York, a research and engineering affiliate of M-G-D. The de Florez staff has been engaged in the development of advanced methods and equipment in the graphic arts field.

The new service is available for existing installations as well as for new plants. It is offered on a package basis for the convenience of publishers.

Handling of bundles in newspaper mailrooms will be controlled from a central console station, which will count and dispatch bundles of newspapers to trucks in accordance with daily loading schedules. The entire routing from press to trucks can be almost fully automatic.

Provision has been made for using automatic data processing systems to actuate the central consoles, to eliminate the major burden of circulation accounting.

The Materials Handling Div. also will work out systems for publication and commercial printing plants. Such systems will include handling both roll and flat paper stock from the time it enters the plant through all steps of production.

Inquiries will be handled through Goss sales representatives, who are prepared to discuss materials handling problems.

M-G-D technical sales engineers will continue to collaborate with consulting engineers and architects engaged by newspapers and printing companies.

The manager of the new Materials Handling Div. formerly was vice-presi-

dent and chief engineer of the Cline Electric Co., of which he also was a director. He was with that company for 38 years.

Mr. Behr's experience in automation within the graphic arts industry goes back to 1932, when he installed photo-electric controls for storage of newsprint rolls at the *Cincinnati Times-Star*.

He has an E. E. degree from the University of Illinois, and took postgraduate work in business administration at Northwestern University.

Mr. Behr is a member of both the executive committee and the materials handling committee of the Research and Engineering Council of the Graphic Arts Industry, Inc.

H. B. Rouse Co. Says Taxes Are Big Industry Problem

(Concluded from page 49)

one-third less than what the replacement figure is today. We believe that this arrangement would improve the capital goods equipment in our industry, as well as all industries.

We think that the greatest problems in industry settle around the tax situation and believe that some thought is being given to this phase of our economy as a result of the Sparkman Committee of Investigation.

Hamilton Manufacturing Co.

E. F. Hamilton, President

Our 1957 volume is running approximately at the same rate as did the 1956 volume. We are anticipating that 1958 will be about the same as the previous two years.

We are not planning any expansion of facilities during the year '58, in addition we have not added any items to our line that are foreign-made and, at present, do not intend to do so.

Rising Paper Co.

Fred E. May, President

We look for a good year in 1958 as a whole, although I think the first two or three months may be not quite as good as the balance of the year.

The 1957 dollar volume generally in our field as compared with 1956, was fully as good, if not slightly better. We do not plan to do any expanding on new buildings or additions during 1958. We have not added any line of foreign-made equipment during the past year, nor do we plan to do so in 1958.

The tax situation certainly does not aid our willingness to spend a great deal of money during 1958. We are, however,

installing some new equipment in our mill as we plan to do each year. Should the tax situation be different, it might be possible for us to do more along the line of installation and expansion.

A problem bothering us now is that orders have dropped down considerably in the past two months. The only solution we can suggest to help this situation is for the general business to get better. We are not particularly discouraged with the present situation because we feel this is of short duration and business will be better during 1958 after the first two or three months.

Fairchild Graphic Equipment, Inc.

Edward P. Tracht, Marketing Manager

Good products and superior customer services are the key factors which will offset any deterioration of the economic situation during 1958 for suppliers to the graphic arts industry. We feel that money will be tighter in 1958 and that the economic situation may deteriorate somewhat. However, we feel also that with a good product and superior customer services, we will be able to maintain our continued growth and expansion as planned. Our dollar volume compared with 1956 was satisfactory and comparable. We do not feel that the tax situation, or national or international affairs, will curtail our operations in any way. We feel we are in an expanding industry with a genuine need for our products.

Our chief problem is one of education, in attempting to acquaint the nonnews-paper printer with the fact that through electronics he can obtain the same high quality halftone reproduction more economically and with greater speed. The only solution is an educational program which will bring about a recognition by the publisher, production man and printer that electronic engraving is a tool which can be used to their advantage."

Chandler & Price Co.

F. D. McLaughlin, Exec. V-P, Gen. Mgr.

There appears to be a general agreement that in all lines scarcities have given way to surpluses. In this respect the printing machinery business is not different than most other enterprises. However, we look forward to the continued growth of the graphic arts field. For example, the constant increase in population is a powerful force in creating more educational facilities. This is reflected today in the demand for more printing machinery in schools. This is a trend which will undoubtedly continue for some time.

This same factor of population growth is bound to have its effect on the demand for all forms of printing. We believe that the alert and progressive commercial printer can develop reasonable volume if he employs modern equipment and devotes the time and energy to strengthening his sales organization.

Imagination

Wonderful world of childhood, the toy shop is a place to entice and delight the growing imagination.

Imagination is a form of energy that matures but never grows old. Every step of human progress is made in the mind before this step is actually taken. By imagining a better way of doing things, Americans have led in achieving a better life, showing the way for others.

Printing has always been the first and foremost method of stimulating public imagination. In helping the printer and advertiser to create consumer interest in products and services, *Westvaco* fine papers have carried ideas to the American public for more than a half century. When a *Westvaco* Quality paper is selected, hi-fi performance of pictorial reproduction is assured. Like the *Pinnacle Offset*, *Blue White (Vellum)*, used here, these fine papers are specifically made to meet the press requirements of each printing technique.

See for yourself how imagination in printed ideas helps to sell goods and services. *Westvaco Inspirations*, Number 209 brings you a round-up of stellar talent, with suggestions for profitable uses of ink and paper. You may obtain this issue without obligation by merely phoning or writing to any of the Company addresses appearing below or to your nearest *Westvaco* distributor.

Cover Artist

Robert Sivard, who was born in New York in 1914, was educated at Pratt Institute, the National Academy of Design and the Academie Julien in Paris. He worked at mural painting and commercial art before serving for four years with the U. S. Army, followed by a period as consulting Art Director in Switzerland and five years in Paris in the American Embassy. Successful exhibitions of his work, held at the Salon des Beaux Arts and the Galeries Craven and Charpentier, won him a wide reputation. His first exhibition in New York in 1955 attracted the attention of many American collectors. Among others he has exhibited at the Carnegie International.



Westvaco Quality Papers

Sales Offices:

230 Park Avenue, New York 17

35 Wacker Drive, Chicago 1

503 Market Street, San Francisco 5



Toy Shop, by Robert Sivard
From the Midtown Galleries, New York

West Virginia Pulp and Paper Company

PIA Sees 1958 As Active And Progressive Year

(Concluded from page 35)

business throughout the fall of 1957 will be reflected in printing sales during the early months of 1958.

Generally, no great difficulty was found with the supply of manpower in 1957, and there is a feeling that the situation will be about the same in the coming year.

In the area of materials and equipment it is believed that the complete coordination of the industry's manufacturing needs with the future planning of materials, equipment, and processes, will enable the concentration of research and engineering facilities in those areas which will bring the greatest results in terms of decreased costs and improved quality. The Printing Industry of America is encouraging its members to point their activities in this direction.

The hope of federal tax relief has been dimmed by recent national developments, but the industry will urge a reversal of the present income and surtax rates; an increase of surtax exemptions from \$25,000 to \$100,000, and an accelerated depreciation for used equipment.

In the area of postal rates PIA urges that the government clarify its policies on those classes of mail which are to be subsidized, and that monies be appropriated by Congress for such subsidies.

We look for an active and progressive year in 1958 with emphasis on cost reduction and more effective selling. Bringing about the utilization of information and improvements already available is considered to be one of the most beneficial areas in which PIA can concentrate its activities. The series of industry meetings which PIA will hold in 1958 will be designed to provide one of the most effective methods of enabling the individual company management to discuss and find the solution to its individual problems.

Printing Union Renews Five-Year Arbitration Agreement With PIA

Renewal of the five-year international arbitration agreement between the Union Employers Section of Printing Industry of America and the International Printing Pressmen and Assistants' Union of North America will be formalized at a meeting of officers of the two groups in Palm Beach, Fla., Feb. 3-4. The previous agreement expired Dec. 31.

The new agreement, ratified by the union's membership in a referendum vote in November, is simpler than former agreements, the first of which was signed in 1947. Simplification of the agreement's wording is expected to result in more widespread use of the arbitration pact by local unions and local employer bargaining units.

CONVENTIONS WHAT-WHERE-WHEN

JANUARY

New York State Capital District Mechanical Conference, Sheraton-Ten Eyck Hotel, Albany, N.Y., Jan. 18-19.

Printing Industry of America, magazine printers meeting, 5728 Connecticut Ave., N.W., Washington 15, D.C., Jan. 22.

Printing Industry of America, Printers Rollers Section, Drake Hotel, Chicago, Jan. 23-24.

Lithographic Technical Foundation, color reproduction seminar, Glessner House, 1800 S. Prairie Ave., Chicago, Jan. 27-28.

Printing Industry of America Presidents' Conference for Top Management, Biltmore Hotel, Palm Beach, Fla., Jan. 27-31.

FEBRUARY

Engraved Stationery Manufacturers' midyear meeting, Hotel Ambassador, Los Angeles, Feb. 2-4.

International Typographic Composition Association, mid-winter conference, joint meeting with Southwest Typographic Composition Association, Roosevelt Hotel, New Orleans, Feb. 6-8.

Business Forms Institute, annual meeting, Park Lane Hotel, New York City, Feb. 13-14.

American Paper & Pulp Association, annual convention, Waldorf-Astoria Hotel, New York City, Feb. 17-20.

Technical Association of Pulp & Paper Industry, annual meeting, Commodore Hotel, New York City, Feb. 17-20.

Northwest Mechanical Conference, Radisson Hotel, Minneapolis, Feb. 22-24.

Gravure Technical Association, annual convention, Commodore Hotel, New York City, Feb. 26-28.

MARCH

Printing Industry of America Trade Binders Section, Statler Hotel, Detroit, March 1-2.

Southern Newspaper Publishers' Association (Western Div.), Mechanical Conference, Hotel Mayo, Tulsa, Okla., March 2-4.

Printing Industry of America Sales Managers Seminar, Edgewater Beach Hotel, Chicago, March 10-12.

Printing Industry of America Sales Management Conference, Edgewater Beach Hotel, Chicago, March 13-14.

Mid-Atlantic Newspaper Mechanical Conference, Penn-Sheraton Hotel, Pittsburgh, March 13-15.

Printing Industry of America Rotary Business Forms Section, Edgewater Beach Hotel, Chicago, March 20-21.

International Typographic Composition Association, management conference, Hotel Miramar, Miami, Fla., March 20-22.

Packaging Machinery and Materials Institute, biannual packaging machinery exposition and technical sessions, Convention Hall, Atlantic City, N.J., March 25-28.

National Paper Trade Association, annual meeting, Waldorf-Astoria Hotel, New York City, March 31-April 2.

APRIL

Visual Communications Conference, Waldorf-Astoria Hotel, New York City, April 2-3.

International Association of Printing House Craftsmen, Sixth District convention, Plankinton House, Milwaukee, April 12.

International Association of Electrotypes & Stereotypers, spring technical conference and exhibition, Hotel Carter, Cleveland, April 14-15.

Point-of-Purchase Advertising Institute, annual symposium and exhibition, Sheraton-Astor Hotel, New York City, April 15-17.

Art Directors Club of New York, International Typographical Design Seminar, Silvermine Guild of Artists headquarters, Silvermine, Conn., April 26.

Printing Industry of San Antonio, annual Texas conference of printing management problems, Gunter Hotel, San Antonio, Tex., April 26-27.

Lithographers National Association, annual convention, Arizona-Biltmore Hotel, Phoenix, Ariz., April 28-May 1.

LNA Views the New Year; Sees No Cause for Alarm

(Concluded from page 35)

ly much stimulation will be given to business activity. This could well turn 1958 into another 1956, a year of high volume. Barring this trend, 1958 would appear to be a good year by all standards except those of 1956 and 1957.

Taxwise, the industry suffers from inadequate depreciation and obsolescence allowances. With most of the companies in the industry barred from equity financing and easy sources of capital, it is difficult to finance new equipment and modernization programs. Some additional tax exemptions must be given not only to the lithographic industry but to all small businesses to encourage the replacement of equipment and the modernization of facilities which in turn will stimulate the whole economy.

At present there is not a serious overtime problem in the field. The majority of plants appear to be working a regular work week with little call for overtime. Scattered reports indicate that in some cases lithographers are working a short work week because of the scarcity of business.

While the outlook for 1958 is not as bright as we would like to see it, there is nothing particularly alarming about it. If the industry follows a sound and calm policy of sound costing and selling, it can continue to expand and move forward at a rate similar to that of the past 15 years.

Deadline Announced for National Graphic Arts Scholarship Contest

Jan. 22 is the deadline for entries in the 1958 National Graphic Arts Scholarship Competition. Scholarship applications from high school seniors graduating in June 1958, or from those graduated since January 1955, must be received not later than that date by the National Scholarship Trust Fund of the Education Council of the Graphic Arts Industry.

For the 1958-59 school year a minimum of five scholarships will be granted for studies in colleges offering majors or degrees in printing management, engineering or teaching.

All applicants will be required to take the College Board Entrance Examinations of the Educational Testing Service at Princeton, N.J. Correspondence should be addressed to the council at 5728 Connecticut Ave., N.W., Washington 15, D.C.

Azoplate Corp. Buys New Plant

The acquisition of a new building to house production facilities and a research and development division was announced by Azoplate Corp., Summit, N.J. The new plant is located in New Providence, N.J.

Colorado Association Calls Costs and Pricing Difficult

(Concluded from page 45)

structure for more correct pricing it should improve in 1958.

Plants in this area are able to obtain sufficient help but there is a need for more training. There is no overtime work, and the large plants are working full time, but presses have been idle in some of the smaller plants. A few have expanded their plants in this area, purchasing new bindery equipment and new and more efficient letterpress and offset presses.

The high rate of taxation is making it difficult to replace old machinery with better and more efficient machinery which is needed to turn out the work faster and better.

The big problem in this area is to know actual costs and thereby price jobs correctly. Union demands for higher wages are increasingly difficult to pass along to customers in this area, but as yet nothing has been done to increase public relations to offset this difficulty.

TEXAS

Graphic Arts Assn. of Ft. Worth

The 1957 dollar volume of printing business in Fort Worth was slightly higher than for 1956, and about five per cent greater than in 1955. Our members feel that the volume for 1958 will equal that of 1957. The 1957 profit yield followed the national pattern rather faithfully. The only thing foreseeable that would improve the profit picture would be an increase in prices or major technical advances to reduce costs.

Although highly skilled help is in short supply, the local plants have been able to meet all manpower requirements thus far. All plants are working a full work week and most are working some overtime.

The major emphasis in our association this past year has been on developing sales and production yardsticks by which the commercial printers of Fort Worth can measure their management achievements in relation to other firms in the city. Much progress has been made, and we believe this will result in improved operating efficiency and higher net profits for our member firms.



Louis Patton
President



Virginia Nichols
Executive Secretary

Miehle-Goss-Dexter Holds Open House at Dallas Office

Miehle-Goss-Dexter, Inc. held an open house demonstration in its new Dallas showroom during Printing Week, Jan. 13-18. The opening of the new showroom marked a milestone in the history of M-G-D since the Miehl Co., the Dexter Co., and the Lawson Co., all divisions of Miehl-Goss-Dexter, shared a corporate office for the first time featuring a display of equipment of all three divisions.

Printers from Texas, Oklahoma, Arkansas, and Louisiana were invited to visit the demonstration room. In addition, an evening school was held for technical

personnel. Similar exhibits are being planned for other M-G-D offices.

Electrotype Books Selling Fast

The second printing of the "Electrotypes & Stereotypes Handbook" issued by the International Association of Electrotypes and Stereotypes is scheduled for appearance sometime after Jan. 15. The first edition of 25,000 copies reached the "sold-out" stage last month. The second printing of "Basic Requirements for Better Electrotypes" is due for printing late this month. Publication of the association's "Dictionary of Duplicate Printing Plate Terms" will be announced soon.

Write... FOR THIS NEW AND COMPLETE CATALOG!

VANDERCOOK PRE-PRESS EQUIPMENT



This catalog is an example of the fine quality which can be printed with practically no makeready—using the Vandercook Minimum Makeready System.

Contents

- 4-COLOR HIGH SPEED TEST PRESSES for wet proving
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- HAND and POWER TEST PRESSES for pulling transparencies and finest reproduction proofs
- HAND and POWER TEST PRESSES with adjustable bed and automatic inking
- DRY OFFSET PRESS for printed circuits, namplates and dials
- FULL PAGE PROOF PRESSES for newspapers
- HIGH SPEED ELECTRIC GALLEY PROOF PRESSES
- REGISTER PUNCH... for automatically registering original color plates
- MAKEUP GAUGE... for accurately sizing, justifying and registering plates in the makeup
- PLATE, TYPE and SLUG GAUGES
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- ELECTRIC PROOF DRYING CABINET
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Western Sales and Service
3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUNKirk 8-9931
In Canada, Sears Limited



European Tour Announced; To Visit Graphic Arts Fair

Travel Service Bureau, Inc., 32 Dedham Ave., Needham 92, Mass., has announced a May 2-18 European tour for persons in the graphic arts and allied fields. The itinerary calls for trans-Atlantic flights both ways, a three-day visit to the DRUPA International Graphic Arts Exhibition in Dusseldorf, a look at Holland in tulip time, a tour of the League of Nations Palace in Geneva, a day in Heidelberg and a stop in Paris during the city's May festival. Through the courtesy of Heidelberg-Eastern, Inc., the Bureau has sent some 20,000 folders describing

the tour to graphic artisans east of the Mississippi. Folders are available from the bureau.

Magill-Weinsheimer to Expand Sales Representation Areas

Magill-Weinsheimer Co., Chicago, recently announced that it will expand its present sales area to include the Louisville, Ky., and Evansville, Ind., areas. The W. J. Smith Co. will represent M-W in the new sales areas.

Magill-Weinsheimer is a producer of point-of-purchase advertising materials. W. J. Smith Co. specializes in point-of-purchase and merchandising displays.

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

Data on Folding 52x76 Sheets

ATF's product information sheet describes different techniques for folding 52x76-inch sheets. The advantages and disadvantages of sheetwise and work-and-turn signatures are discussed. Schematic drawings of four ATF-Camco 52x76 folding machines with specifications are included. Copies may be obtained from American Type Founders, Elizabeth, N.J.

Chart for Solving Ink Problems

An "Ink Trouble Chart," Helpful Hint #20, is available from Paper Manufacturers Co., 9800 Bustleton Ave., Philadelphia 15. Thirty-eight difficulties are listed with their symptoms, possible causes and possible remedies. This is one of a series of helpful hints about gummed paper.

Variety of Numbering Machines

A catalog of numbering machines may be obtained from Ameurope, Inc., 535-543 Communipaw Ave., Jersey City 4, N.J. Standard model AA-306L has a lock wheel and $\frac{3}{16}$ -inch figures suitable for running 12,000 impressions per hour. All machines are available with five and six wheels, gothic or roman figures, and forward or backward movement.

Special machines are also made with figures from one-eighth to $1\frac{1}{2}$ inches in height, as well as a special machine with six wheels of one-inch high figures which prints over 6,000 impressions per hour and has automatic action on all six wheels.

Post Title and Post Roman Faces

Light, medium and bold specimens of Post Title and Post Roman, as well as Post Italic, are shown in specimen booklet No. 519A offered by Amsterdam Continental Types and Graphic Equipment, Inc., 268 Fourth Ave., New York 10. These types are cast in Berlin by the Berthold Type Foundry.

Type sizes range from 6- to 48-point in the light and medium and to 72-point in the bold, and in large and small faces in various sizes. Complete alphabets are shown with specimen settings and examples of the type in the form of announcements, invitations, etc., in black and color.

Pressure-Sensitive Labels

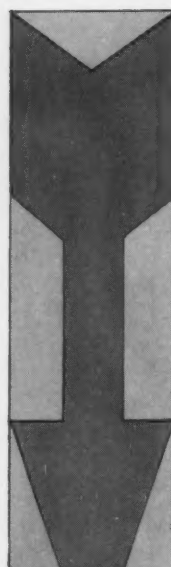
Problems involved in labeling and their solution by use of Kleen-Stik self-sticking labels are described in a booklet entitled "What Every Label User Should

FLECOPAKE BOND

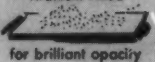


whiter than your shirt!

A sparkling shirt-white titanium-filled bond with the brilliance and opacity needed to snap up the appearance of forms, rate books, price lists, mailing pieces, etc. Made from 100% bleached chemical wood pulp. Dual-purpose finish prints equally well letterpress or offset. 16 and 20-lb. weights. Lightweight companion sheets include Alpenopake Bond, Alpena Manifold, Fletcher Manifold. For sample booklet address Dept. 1.

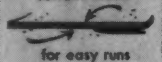


Titanium-Filled



for brilliant opacity

Surface-Sized



for easy runs

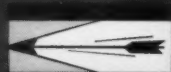
Minimum Grain stops



wrap-around in press

FLETCHER

FLETCHER PAPER CO., 20 N. Wacker, Chicago 6, Ill.





*Time to
Change Knives?*
**NOT IF IT'S A
SIMONDS**
RED STREAK

**PAPER
KNIFE**

Famed for Long Life, Straight Cutting!

Simonds Paper Knives provide the perfect combination of toughness and edge-holding. Because they keep "putting out" longer while cutting cleaner and straighter, you save on down time. You get these 3 important quality features:

- (1) **Both Concave and Taper Grind** — the face side not only tapers back from the cutting edge but is concave ground. (Knife cuts free and easy without rubbing the stock.)
- (2) **Mirror-Smooth Finish on Face Side** — this finish "reflects" the results you get in a keener cutting edge and longer knife life.
- (3) **Special Alloy Steel** — Simonds paper knife steel (S-301) is formulated specially for cutting paper. That's why it packs the hardness and toughness to give a bonus in more cuts per grind.

You'll cut costs as well as paper with Simonds Red Streak Paper Knives.



**For Fast Service
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Complete Stocks**
Call your
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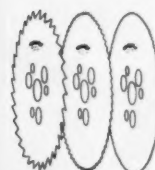


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FITCHBURG, MASS.

Factory Branches in Boston, Chicago, Shreveport, La., San Francisco and Portland, Oregon, Canadian Factory in Montreal, Que., Simonds Divisions:
Simonds Steel Mill, Lockport, N. Y., Heller Tool Co., Newcomerstown, Ohio, Simonds Abrasive Co., Phila., Pa., and Arvida, Que., Canada

Other
High Quality
SIMONDS
Products It Will
Pay You to Use



GRAPHIC ARTS SAWS



CUTTING, CREASING,
PERFORATING RULE

The Perfect Answer TO MULTI-COLOR SHORT RUN JOBS

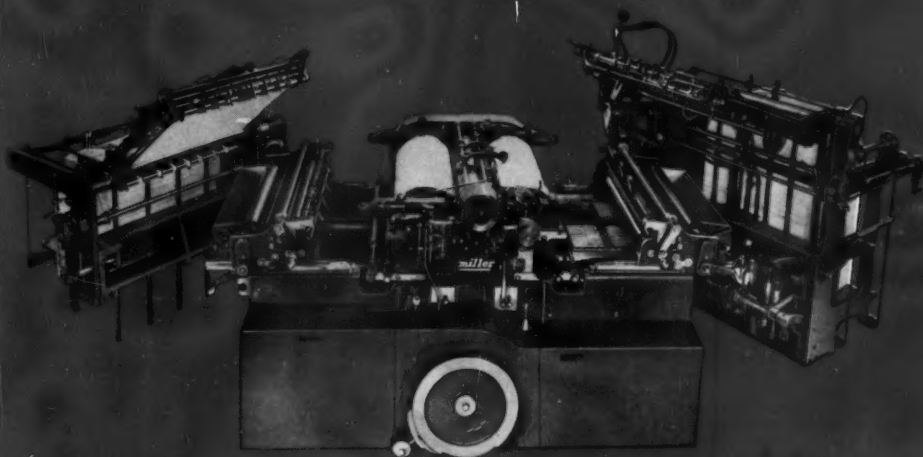
The experience of hundreds of printers proves that the Miller 21 x 28 TW is exceptionally profitable for short run multi-color letterpress jobs.

Hourly cost—including labor—is but a few cents more than a comparable size single-color press, and your color jobs are printed in half the time.

The Miller TW Letterpress is enthusiastically acclaimed by its users as the best profit maker in their plants. These shops range from multiple installations where the machines run around the clock, to plants where the TW not only handles all of their color work but also doubles as a single-color press.

If you have only an average amount of two-color or multi-color work, you can't afford to be without this press. Write today for full information.

**FAST • QUICK GET-AWAY • HIGHLY ACCESSIBLE
SIMPLE TO OPERATE • EXCEPTIONAL INK DISTRIBUTION
STURDY • COMPACT • FINEST MILLER CRAFTSMANSHIP**



Miller 21 x 28 TW Two Color Letterpress



MILLER PRINTING MACHINERY CO.

1115 Reedsdale Street, Pittsburgh 33, Pa.

MILLER PRINTING MACHINERY CO. OF CANADA LIMITED
730 Bay St., Toronto 2, Ontario

how shelves, racks and tables for imposing stones, storage or other uses can be constructed. Specifications are given.

Kit of Spot Carbon Samples

A kit of spot carbon samples and a collection of stock forms using spot carbonization has been issued by Spot Carbon Products, 54 Lafayette St., New York 13. Requests should be addressed to Bernard Rice.

Illustrated Advertising Letterheads

A "Catalogue of Flash Bulletins" shows 128 headlined sheets for imprinting messages. Full color action pictures with

phrases such as "It doesn't cost a penny more," "We'll tell the world," "Just your dish," and many others suitable for a variety of purposes are illustrated. A price list is included. The booklet may be obtained from National Creative Sales, Inc., 1030 Leggett Ave., New York 55.

Electronic Densitometer Bulletin

The Macbeth-Ansco densitometer model 12-A is described in technical detail in a bulletin from Macbeth Corp., Newburgh, N.Y. Featured are the 0-4.0 meter scale, accuracy of $\pm .02$ density units, improved narrow pass band filters, and other points.

Transparent Grade Papers

Brownville Paper Co. has issued a sample book on transparent papers. Transparents in white come in 6-, 7-, 9- and 12-pound weights, basis 17x22-500, and are recommended for makeready sheets in addition to other uses. Natural transparents come in 7- and 9-pound weights. Books or full-size sheets are available from the company at Brownville, N.Y.

ATF Business Forms Presses

The ATF-Webendorfer line of business forms presses is described in a folder offered by American Type Founders Co., Inc., Elizabeth, N.J. Information is included on the new standard offset or rubber plate press available in 17- and 22-inch cutoffs with 26 1/2-inch maximum web width, or in two other circumferences from 14 to 26 inches. Features of the new line include the roll stand with semi-automatic roll brake and automatically regulated infeed metering drum and accessibility of tower-type construction.

Morlex Overlay Film Sample

A sample of Morlex overlay film and an illustrated description of how it can be used in place of acetate or inking-in on art work for color separation are offered by Morley Associates, 10 Fiske Pl., Mount Vernon, N.Y.

Catalog of Printing Books

Economic hour cost rates for all operations in letterpress, offset and bindery work are given in the "Spring 1958 Catalog" for books and materials for letterpress and offset lithography. Copies may be obtained through Fred W. Hoch Associates, 461 Eighth Ave., New York 1.

Acme Steel Rule Die Bulletin

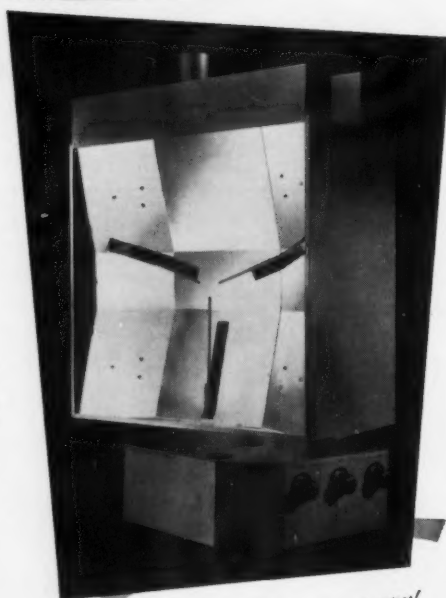
The making of steel rule dies is described in a bulletin called "The Shape of Things to Come." All normal sizes, shapes and heights of dies for die-cutting paper, paper boxes, corrugated containers, rubber and a variety of other products may be ordered. The dies come in one piece with a plywood base and are made according to the customer's blueprint, drawing or hand-cut sample. Bulletins may be obtained from Acme Steel Rule Die Corp., 208 Baldwin St., Waterbury, Conn.

Acme bulletin is for ordering of steel rule dies



Announcing the New **GRAFARC** **TRI-POWER** **ARC PRINTING LAMP** *A Radical Departure from the Single Phase, Two-Electrode Arc Lamps!*

- Operates from standard, 3-phase supply service.
- Burns a trim of three 9mm x 12" copper coated White Flame carbons to produce a stable single arc light source which reduces any tendency for dot undercutting.
- Delivers three times the usable light output possible with 140 ampere Grafarc lamps. Exposure time can thus be cut to one third. Any attempt to produce such increase in light intensity with single phase or dual single phase arcs would require expensive feeder service and switch gear, and still unbalance the whole three-phase shop system. The electrical loading throughout all three phases is evenly distributed with the Tri-Power.
- Utmost light uniformity with intense illumination of printing frames 50" x 70" and larger.
- When the lamp is energized, a rugged dual function motor instantly advances the carbons, strikes the arc, which quickly settles down, backs up the carbons to establish the correct arc gap length, and then steadily feeds the carbons at a rate which maintains the proper gap throughout the 2 1/2 hour burning of the trim. The motor action is sensitive to both current and voltage conditions at the arc, and automatically compensates for any variables in the burning rate of the carbons. Ample motor size insures reliable drive of the carbon feeding mechanism at all times.
- Indicating meter on the transformer is used in conjunction with convenient tap-changing switches and permits accurate compensation for line voltage changes.
- New finger-tip control automatically separates the carbon holders to their full expanded length for insertion of a new carbon trim. The need of a clutch and manual return is eliminated.
- Lamp and long life glass insulated type transformers comprise one compact easily portable unit.
- The lamp has provision for exhausting gases by a blower which is optional equipment.
- Lamp may be rotated 360°.
- Epsy adjustment of lamp height.
- Ball bearing type lead screw and linear action ball bushing.
- Quick-connect terminal panel for three phase line connections.



Send for literature and prices!

THE STRONG ELECTRIC CORPORATION

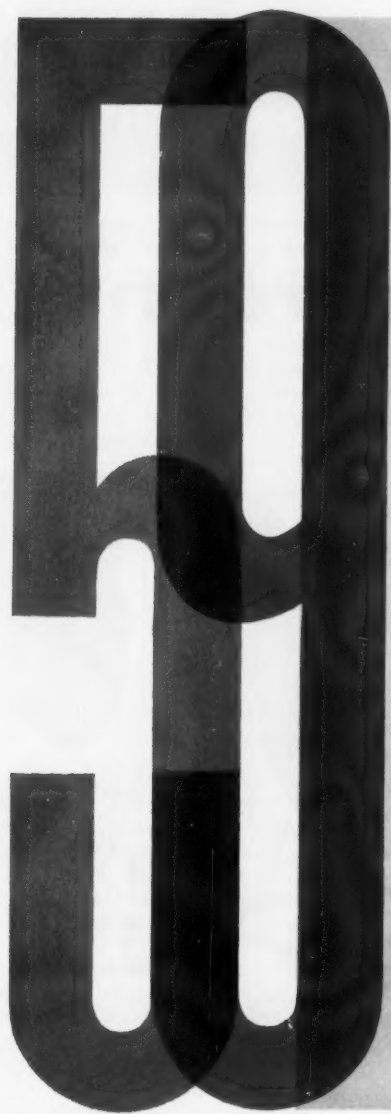
57 City Park Avenue • Toledo 1, Ohio

Please send literature and prices on the Grafarc Tri-Power Arc Printing Lamp.

NAME _____
FIRM _____
STREET _____
CITY _____
STATE _____

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION





*the largest
heaviest-gauge
presensitized
offset plate
ever made!*

HARRIS ALUM-O-LITH

47¼" x 59"

Score another FIRST for Harris Alum-O-Lith... the NEW extra-long running 47¼" x 59" Presensitized Plate. Heaviest sheet aluminum presensitized plate (.015) on the market... field-proved and now in production. Other Alum-O-Lith *firsts* are: the 32" x 41", the 40" x 48" and the 45½" x 54" plates. Order from your dealer today.

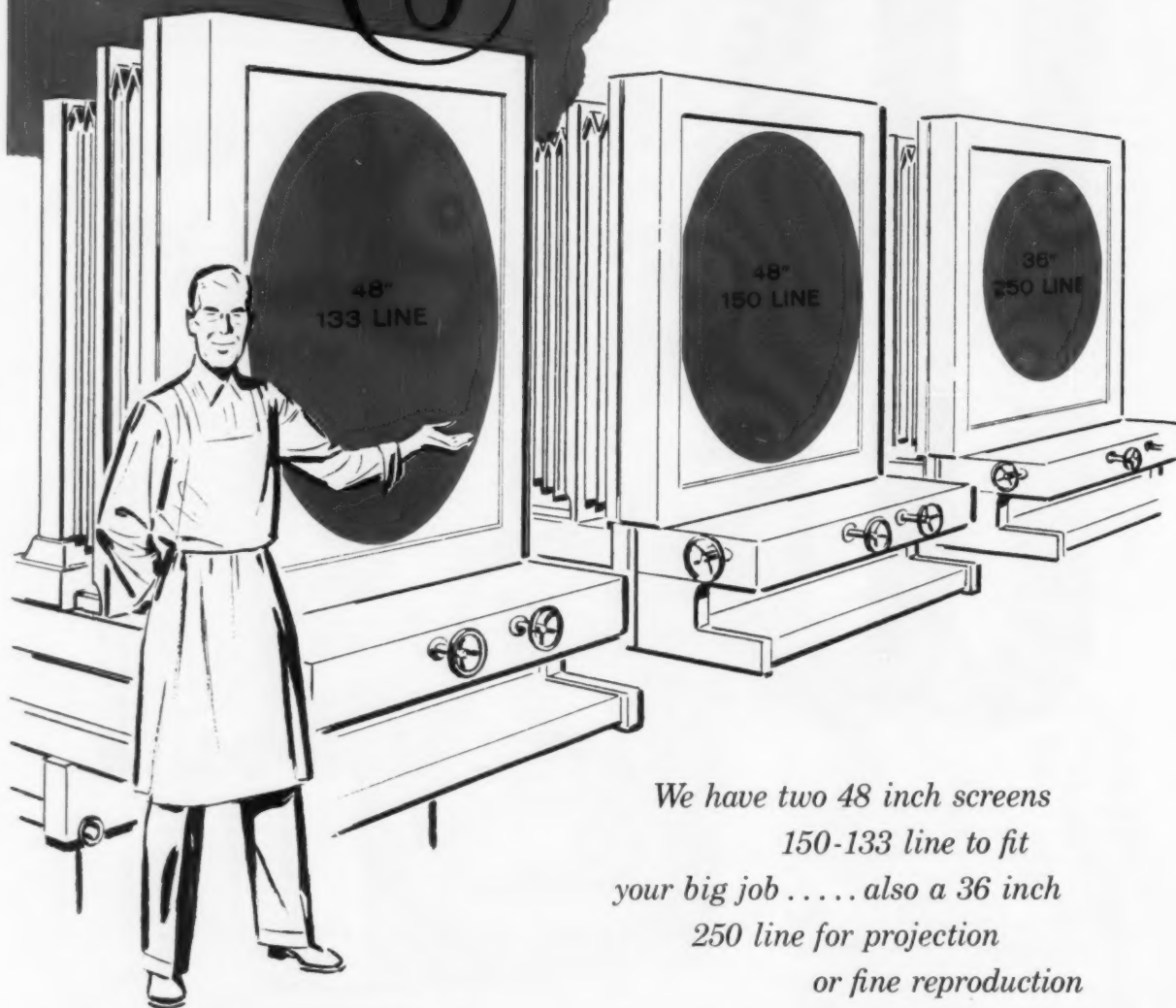


LITHOPLATE, INC.

a subsidiary of Harris Intertype Corp

278 N. Arden Drive, El Monte, California
5308 Blanche Avenue, Cleveland 27, Ohio

3 big screens



*We have two 48 inch screens
150-133 line to fit
your big job also a 36 inch
250 line for projection
or fine reproduction*

A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

PROCESS COLOR PLATE COMPANY

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**DAY
&
NIGHT**

PEOPLE IN THE NEWS

EDGAR L. BUDDEN, former plant manager of Publishers Printing-Rogers Kellogg Corp., Long Island City, N.Y., has been named vice-president in charge of manufacturing and plant operations.

EDWARD P. TOKARZ has been named general manager of the Waldemar Press, Inc., Indianapolis. He formerly was plant superintendent of the Fort Dearborn Lithograph Co. of Chicago.



Edward P. Tokarz



Donald H. Greenfield

DONALD H. GREENFIELD has joined the sales staff of Consolidated Press, Philadelphia, Pa.

NORTON B. JACKSON, formerly Point-of-Purchase Advertising Institute executive director, has become a vice-president of Oberly & Newell Lithograph Corp., New York City.

WILLIAM J. MCFARLIN, JR., formerly general manager of Daniels Printing Co., Boston, has been appointed vice-president in charge of the New England Division of Recording & Statistical Corp., New York City. He replaces TERRY SHUMAN who died recently. A. E. NANRY, former assistant to Mr. Shuman, is general manager of the Boston plant.



W. J. McFarlin, Jr.



Jim Williams

JIM WILLIAMS, formerly superintendent of the Kaufmann Press, Inc., Washington, D.C., has become general manager of Howard-Duckett Co., Kingsport, Tenn., printing and lithographing firm.

SAMUEL LEVINE has been named executive vice-president of Hankel Printing Co., Chicago, and is succeeded by WARREN R. THOMMA, new secretary-treas-

cut your
paper cost
up to 25%

buy
HAWTHORNE
FINE PAPERS
direct from the
mill...

The new Hawthorne paper sales policy can be the start of many improvements in your printing costs . . . and your printing results.

1. The dramatic savings provide a new flexibility. For example, you can purchase Hawthorne's No. 1 sulphite Thornwood Bond for approximately the same price as No. 4 grades. Other grades provide comparable savings.

2. You enjoy a far wider selection from Hawthorne's 1,700 stock items. A full range of colors, sizes, and finishes is ready for shipment at all times.

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Write for direct mill price lists and samples of Hawthorne Fine Papers today. Compare the savings and the quality with other papers of the same grade.



A carton or a carload...direct to you from Kalamazoo

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cotton content and sulphite papers:

BONDS • LEDGERS • INDEX
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EMBOSSED • HIGH WET-STRENGTH
OFFSET • and TEXT PAPERS

HAWTHORNE
PAPER SALES CO.
KALAMAZOO, MICH.



Sales subsidiary of
Hawthorne Paper Co.

Manufacturers of Quality Fine Papers since 1911

urer. MARY W. HANKEL is vice-president and JOHN G. THOMMA, formerly general superintendent, is vice-president in charge of production. The plant is expanding its letterpress and lithographic operations by leasing additional space at 314 W. Superior St.

JACK J. GOLD has succeeded EDWARD N. MAYER, JR., who retired, as president of James Gray, Inc., New York City direct mail production, printing and service firm.

THOMAS J. MANNING has been appointed plant manager of the new Cutler-Hammer plant under construction at Lincoln, Ill.



W. A. Milanese J. V. Indiveri M. H. Leuschner

WILLIAM A. MILANESE has become president; JAMES V. INDIVERI is vice-president, and MICHAEL H. LEUSCHNER is secretary-treasurer of International Color Gravure, Inc., and its affiliate Super-

tone, Inc., New York City. ERNEST HUTTEL is general plant superintendent for the parent company and ERNEST WATTIER is director of technical research.

WHALEY N. BURNEY, president of MWM Color Press, Aurora, Mo., is 1957-58 governor of the Rotary International district in Arkansas, Kansas, Missouri, and Oklahoma. WILLIAM T. SWENGROS, president of William T. Swengros Co., Queens Village, N.Y., is a member of the Rotary extension committee for the United States, Canada and Bermuda. DONALD J. WICKIZER, president of Tippecanoe Press, Inc., Shelbyville, Ind., is governor of one of the three Rotary districts in Indiana and supervises 28 Rotary clubs.

JAMES B. SULLIVAN, senior member of the customer service department of the National Publishing Co., Washington, D.C., was honored by his fellow workers and company officials recently in celebration of 50 years in the printing field.



James B. Sullivan



Thomas J. Craig

THOMAS J. CRAIG has been named assistant general manager of the Graphic Arts Group, Sun Chemical Corp., Long Island City, N.Y.

LOYD SCHILLER has been elected vice-president of Arrow Press, Inc., New York City.

WALTER J. GUISE of Harris-Seybold Co. has been elected president of the Graphic Arts Square Club, New York City.

HARLIN B. HILL, JR., formerly the vice-president and plant manager of Tudor Press, Boston, is working out of the Boston office as roller sales engineer for Dayton Rubber Co.



Harlin B. Hill, Jr.



Jorge M. de Leon

JORGE M. DE LEON, formerly manager of the Latin America department and international sales representative for the Ralph C. Coxhead Corp., now Vari-Typer

Don't go in the red



...take up the slack in your operations with the **Base** that's built for speed



The Blatchford Catch...
strongest
simplest
fastest
plate "anchor"

Make up... line up... lock up... split-hair registration... all go faster on Blatchford Base. Here's why. The Blatchford "honeycomb" has more than 860 holes per square foot. Plates can be spotted quickly and lined up fast following guide marks on Base. The ingenious Blatchford Catch speeds registration. For big moves, shift catches from hole to hole. For exact registration, a turn of the key in the catch gives point-by-point movement.

That's not all. When plates are in register and catches tightened, the form is anchored for keeps. Plates can't walk and work loose. Press stoppages due to plate shifting and uneven plate wear are eliminated. Long runs are a cinch on Blatchford.

Don't go in the red because of sluggish, inefficient plate mounting equipment. Switch to Blatchford and boost your profits—whether you're doing regular commercial work, or cartons and labels, or books and catalogs.


NATIONAL LEAD COMPANY

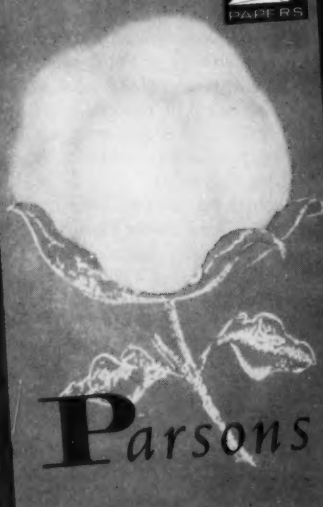
E. W. Blatchford Dept.

111 Broadway
New York 6

Offices in
Principal Cities







Parsons


King Cotton Papers for better stationery

When confidence and prestige in business correspondence are important, letterheads are carefully designed—usually on better papers made from cotton fiber. It is not surprising that Parsons King Cotton Bonds are often preferred for better look and "feel," which can imply "your word is as good as your bond."

Parsons

KING COTTON papers

Old Hampden Bond
Parsons Bond
Edgemont Bond
Heritage Bond
L'Envoi



WRITE ON YOUR BUSINESS LETTERHEAD FOR THIS NEW PORTFOLIO OF LETTERHEAD DESIGNS. NO. 9L. PARSONS PAPER CO., HOLYOKE, MASS.
© PPCO 1958



Parsons King Cotton Bonds make printing profits better !

For over 100 years, printers generally have recognized that their own business can be improved by printing on Parsons King Cotton Papers. These same printers tell us that Parsons helps them earn . . .

- Greater customer respect
- Larger profits on each job
- More repeat orders

When you stock and sell Parsons King Cotton Papers, you get full advantage of Parsons national advertising (one of the series shown at the left), backed up by effective sales helps. Parsons cotton fiber papers are competitively priced; completely uniform in color, surface and printing characteristics; and are stocked by a fine paper merchant in your area. When necessary, Parsons can fill orders from mill stocks on any item.

Parsons King Cotton Papers:

Cotton	
Content	Parsons Bonds
100%	} Old Hampden Bond
Extra	
No. 1	
100%	
75%	Parsons Bond
50%	Laconia Bond
25%	Edgemont Bond
	Heritage Bond
	Parsons Writing
100%	L'Envoi
	Parsons Parchment
100%	Parsons Diploma

Parsons

papers

Parsons Paper Company, Holyoke, Massachusetts



9L

Mail to:
Parsons Paper Company
Holyoke, Massachusetts
Gentlemen:
Please mail me a complimentary copy of your new
Portfolio of Letterhead Designs.

Name _____

Company _____

Address _____

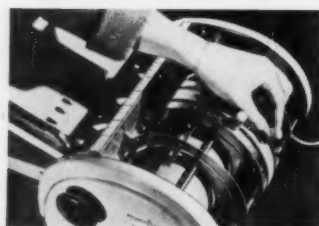
City _____

State _____ Position _____

Handy \$ saver for folding small runs!



Costs less than a standard typewriter!



Move two knobs to the fold widths wanted, and the FH is set to fold—in less than a minute.

The FH Folding Machine can double fold up to 5,000 sheets per hour—will keep small runs and small sizes off your standard folders, and cut folding costs in any shop.

- The FH folds a short job in less time than it takes to set up some big folding machines. It's set by moving two knobs, in less than a minute—without using tools.
- Light and portable, the FH can be carried easily from place to place—and used by anybody, without special training or experience. *It costs less than a standard typewriter—and can pay for itself in a few months even in a small shop.*
- Electrically driven, the FH has semi-automatic feed. With optional automatic feed, it has increased speed. Makes eight different folds. Handles most standard paper weights and finishes, in sizes as small as 3 by 3 inches, and up to 8½ by 14 inches. Even folds stapled sheets.
- Ask the nearest Pitney-Bowes office for a demonstration in your own shop—and see how the FH can clip folding time and costs. Or send coupon for free illustrated booklet.

The fully automatic Model FM takes larger sizes, can fold up to 19,000 sheets an hour.



PITNEY-BOWES
**Folding
Machines**

Made by the originator of the postage meter . . . offices in 107 cities.



PITNEY-BOWES, INC.,
4202 Walnut Street,
Stamford, Conn.

Send free booklet on Folding Machines.

Name

Address

Corp., Newark, has been appointed export sales manager of Chemco Photoproducts Co., Inc., Glen Cove, N.Y.

GEORGE A. ADAMS, lecturer in the design department of the London School of Printing and Graphic Arts, is spending three months starting this January on the staff of the Office of Publications, Massachusetts Institute of Technology, where he is assisting in the design of various MIT publications and studying graphic arts instruction and American design and printing methods.

THOMAS A. MOORE, officer and director of Whiting-Plover Paper Co., Stevens Point, Wis., and director of the George A. Whiting Paper Co., Menasha, Wis., died Nov. 20 at the age of 65.

W. J. VAN WORMER, JR., vice-president of McCormick-Armstrong Co., Wichita, Kan., has been appointed manager of the company's advertising agency division. TED HAWKINS succeeds him as art director.



W. J. van Wormer, Jr.



Ted Hawkins

KENNETH G. COOLEY has been promoted to senior vice-president of the S. K. Smith Co., Chicago, upon his 25th year with the company.

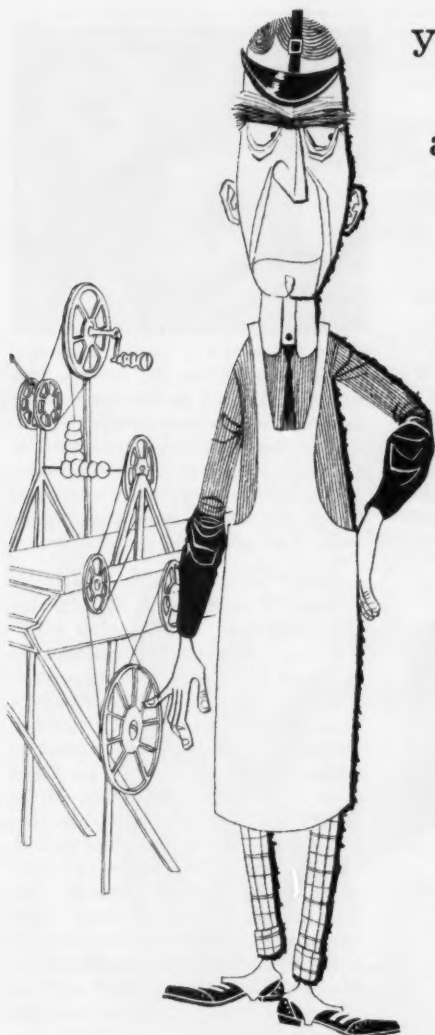
TERENCE J. MCNALLY has been appointed resale products promotion manager for American Type Founders, Elizabeth, N.J. J. R. HEELAN has succeeded him as procurement manager.

STUART W. TISDALE has been elected president of Southworth Machine Co., Portland, Me. Other newly-elected officers are GEORGE G. THURBER, JR., vice-president; H. THEODORE HAWKES, vice-president; ROBERT D. BRACE, secretary, and JOHN W. JACKSON, treasurer. THOMAS S. DYER has been appointed the production manager and GORDON BRAUN, shop superintendent.



From left are John W. Jackson, George G. Thurber, Jr., Stuart Tisdale, and H. Theodore Hawkes

J. H. SHAW has been promoted to regional sales manager of the new central region in Detroit for the Dayco roller



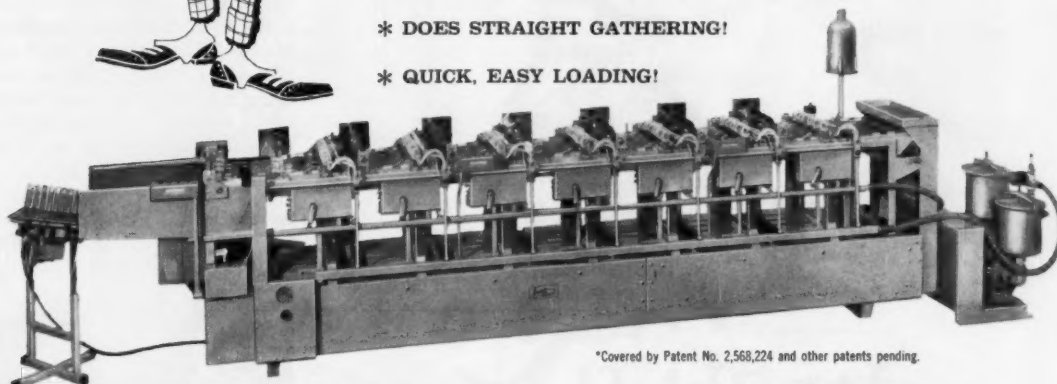
your collating and tipping methods
are **OUTDATED!**

unless you're using a

Speed-Klect COLLATOR!

If you are still using old-fashioned hand collating and tipping methods, you are losing valuable business... AND PROFITS! Didde-Glaser's Speed-Klect — THE ONLY FULLY AUTOMATIC SHEET COLLATOR TO AUTOMATICALLY GATHER AND GLUE ONE-TIME CARBON FORMS AT HIGH SPEED! — will let you produce MORE jobs... FASTER... with LESS hand work!

- * FAST! ACCURATE! FULLY AUTOMATIC!
- * HIGH SPEED... WITH PERFECT REGISTER!
- * GLUE ASSEMBLIES REQUIRE NO MAINTENANCE!
- * HANDLES ALMOST ANY TYPE STOCK!
- * MICROMATIC DETECTION ASSURES ACCURACY!
- * SPEEDS VARIABLE TO 5,000 SETS PER HOUR!
- * DOES STRAIGHT GATHERING!
- * QUICK, EASY LOADING!



*Covered by Patent No. 2,568,224 and other patents pending.

MODEL 71-1G SPEED-KLECT COLLATOR* — This 7-station Speed-Klect model actually gathers and glues up to 10,000 quadruplicate # 8½" business forms an hour, AUTOMATICALLY with complete ACCURACY!
#4 sheets and 3 carbons

SPEED-KLECT MODELS ARE NOW AVAILABLE in standard 3-, 5-, 6-, 7-, and 8-station models. Special sizes available to order.

Collecting collating problems is our specialty!

Didde-Glaser, INC.
Emporia, Kansas

General Office
and Factory, DEPT. IP-1
50 Hi Way and W. 12th Avenue,
Emporia, Kansas
Sales Offices in New York,
Chicago, Los Angeles,
Houston, and St. Petersburg

Sole Canadian Distributor — Sears Limited, Toronto
England — SOAG Machinery Company, London
Europe — Winkler Fallert & Co., Amsterdam

CLIP for information on this and other Speed-Klect models

- ☐ Please send Brochure and full information. DEPT. IP-1
☐ Please send the 11-minute, 16 MM, color, sound film "Speed-Klect in Action."

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

division of Dayton Rubber Co. N. A. RUGGLES heads the new northeastern region out of Boston, and J. A. BOLLMER is managing the new southeastern region at Atlanta, Ga.

CHARLES R. WEBER has become a sales representative in New England for Paper Manufacturers Co., Philadelphia.



Charles R. Weber



Edward Blackstone

EDWARD BLACKSTONE, with the Dallas branch of Sinclair & Valentine Co. for seven years, has become manager of the Houston branch. ROBERT BENEMELIS has been named manager of the Ridgway (Pa.) Pigments and Dry Colors Division, where he has served since 1947.

WILLIAM W. PEZDIRTZ has been appointed a special sales representative of stereotyping and electrotyping equipment for R. Hoe & Co., Inc., New York City.

E. L. WATSON is representing George R. Keller, Inc., Washington, D.C., in parts of North and South Carolina.

WALTER P. TURSKI has joined the sales staff of Graphic Arts Engraving Co., Minneapolis, and the Quality Park Engraving Co., St. Paul.

REUBEN B. ROBERTSON of Asheville, N. C., chairman of the board of Champion Paper & Fibre Co., Hamilton, Ohio, has been chosen to receive the 1957 Human Relations Award given by the National Society for the Advancement of Management.

H. HENRY MARTIN has been appointed sales director of Toronto Type Foundry Co., Ltd., Toronto, Canada.

RAYMOND L. FORTUNE has been appointed executive assistant on the staff of Kenneth P. Morse, executive vice-president and general manager of Standard Register Co., Dayton, Ohio. PHILIP J. FISCHER has become assistant to F. W. Stein, vice-president of manufacturing, and is succeeded by RICHARD WALSH who is now supervisor of production control, printing division.



R. L. Fortune P. J. Fischer Richard Walsh



Reuben B. Robertson, Jr. (center), president of Champion Paper & Fibre Co., Hamilton, Ohio, receives the Charles L. Harrison Award for Distinguished Ordnance Service, offered by Cincinnati post, American Ordnance Association. Harvey Knowles, Procter & Gamble vice-president of AOA, reads the citation. John O'Brien, Inland Mfg. Division, General Motors Corp., Dayton, former Cincinnati AOA president, is at right

HENRY SALMAGGI has been promoted to assistant sales manager for Mosstype Corp., Waldwick, N.J. CHARLES J. FILLARE is the sales promotion manager and WILLIAM H. THYS is chief engineer.

FRED W. NASON, JR., formerly a New England sales representative for Hollingsworth & Whitney, has become a merchant salesman in New York State for Riegel Paper Corp., New York City. HUGH NOLAN and DREW WEYLAND have been added to the engineering staff at the Milford (N.J.) Mill. Mr. Nolan previously served in the research laboratory. Mr. Weyland came from Sherman Paper Products Corp. of Massachusetts. ARTHUR E. ROOD, formerly with Marathon Corp., has joined the Atlanta office merchant sales staff. RICHARD J. DOYLE, new packaging materials salesman at the Chicago office, formerly served Olin Mathieson Chemical Corp., Chicago, and William L. Barrel Co., New York City.

H. M. ALTEMEIER has been named representative in the St. Louis-Kansas City area for Miller Printing Machinery Co.



H. M. Altemeier

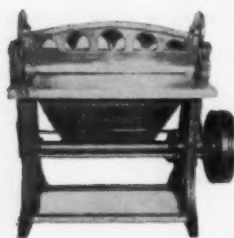


Archie J. Smith

ARCHIE J. SMITH has been appointed west coast representative in Los Angeles for Lake Erie Machinery Corp., Buffalo.

C. VERNE KNELL has been appointed project engineer of the Goss Co., division of Michle-Goss-Dexter, Inc., Chicago. He was previously with Babcock Printing Press Co.

*the case
of the
missing spiral
profits.....



Stop your obsolete and temperamental punching machines from robbing you of spiral binding profits.

Whatever your punch press problems are, you can find the right answer in a new **Spiral Heavy Duty Punching Machine**. This 36 inch machine, shown at left, is capable of punching lifts of 3/16 inch. Available in 16 inch, 32 inch and 36 inch models.

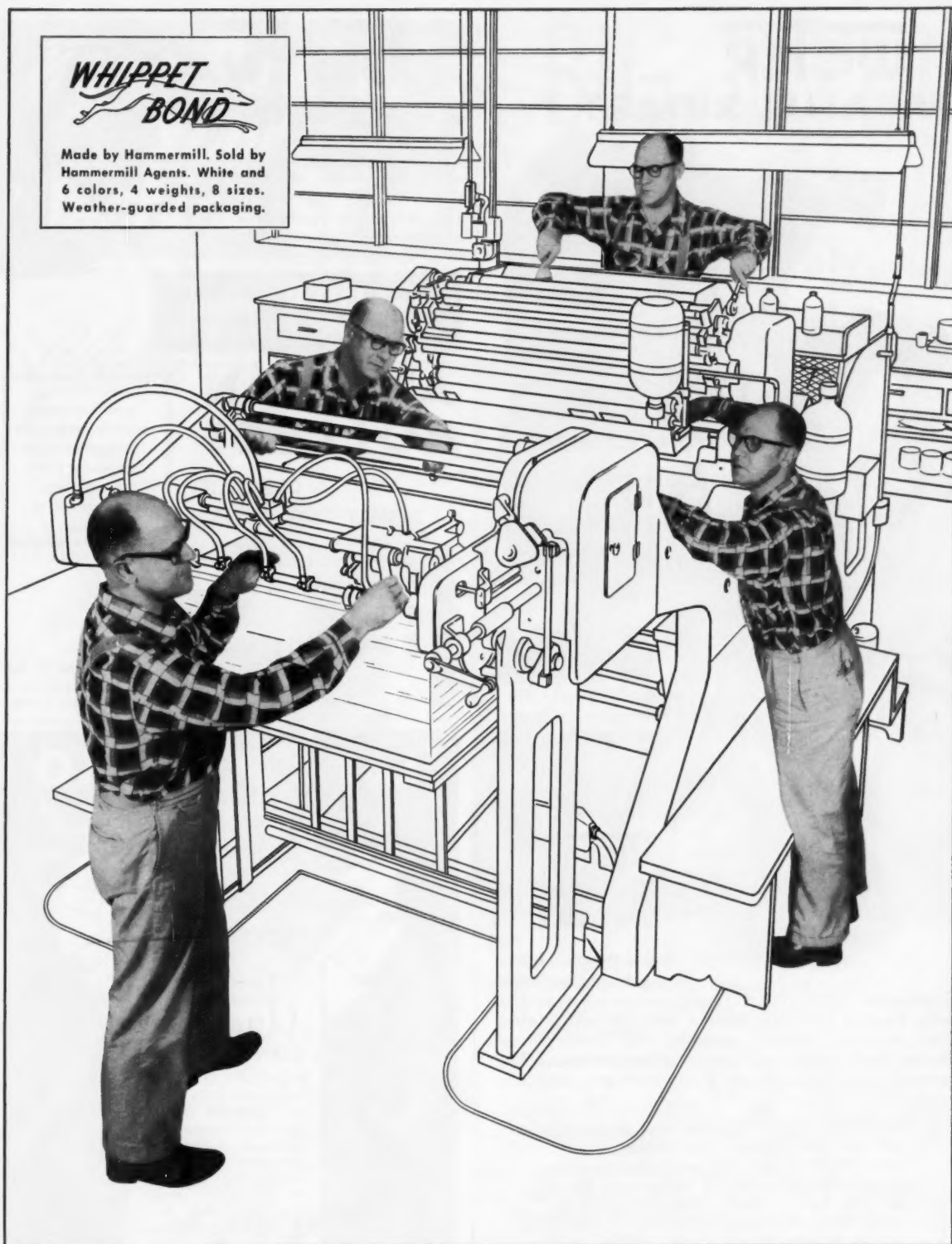
You can get more information on the Spiral Punching Machine by writing on your letterhead.

Spiral BINDING CO., INC.

EQUIPMENT DIVISION
858 Summer Avenue, Newark 4, N. J.

**WHIPPET
BOND**

Made by Hammermill. Sold by
Hammermill Agents. White and
6 colors, 4 weights, 8 sizes.
Weather-guarded packaging.



*You don't have to be four places at once when
you run uniform Whippet Bond on your press*

FOR MORE ATTRACTIVE PRINTING, THE NEW BLUE-WHITE

Wetter PARALLEL ROTARY



Accurate and rugged! Wetter Parallel Rotary features hardened steel number wheels with heavy-duty ratchets, number faces custom-curved to fit press cylinder. One-piece, curved-base steel frame has exclusive Wetter Quik-Lok clamping gib, minimizes set-up time, needs no mounting ring adapters.



Wetter RIGHT-ANGLE ROTARY

For high-speed numbering at right angles to impression cylinder. Both rotary models are available with Roman or Gothic figures, and can be operated from the same cam and mounting ring. Wetter Numbering Machines assure perfect number sequence, crisp, accurate register, clean, sharp impressions — every job.

NONPAREIL MODEL — for use on large diameter cylinder, bed and platen type presses.

LOCK-WHEEL MODEL — for small diameter cylinder presses. Patented lock bar prevents throw-over at highest speeds. Both Nonpareil and Lock-Wheel models available with Roman or Gothic figures, in 5, 6, 7, and 8-wheel types.

For information and prices,
write today to



Wetter NUMBERING MACHINE CO.
ATLANTIC AVENUE & LOGAN STREET • BROOKLYN 8, N. Y.
ONLY UNION MADE NUMBERING MACHINE IN U.S.A.

STATIC A HEADACHE?

End your static problems safely, surely, inexpensively, with the SIMCO "Midget" static eliminator. It's guaranteed to do the job completely in any machine! Write for facts today.



the **SIMCO** company
920 Walnut Street, Lansdale, Pa.

AMERICAN ROLLERS

HAVE A DURABILITY
THAT CUTS COSTS

ALL-SYNTHETIC
RUBBER ROLLERS
COMPOSITION ROLLERS
LITHOGRAPH ROLLERS
MAKE READY PASTE
PADDING GLUE
LONG LYF ROLLER
DRESSING

SEE FOR YOURSELF. ORDER A SET

AMERICAN ROLLER COMPANY

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225 N. New Jersey St., Indianapolis 4, Ind.
258 E. 5th St. St. Paul 1, Minn.

LITH-KEM-KO



Quality CONTROLLED

From the first etch — step-by-step to the protective asphaltum — LITH-KEM-KO Deep Etch Chemicals are made with laboratory precision and control. That means easier plate making, longer runs, better results. Send for complete information TODAY.

LITHO CHEMICAL & SUPPLY CO.
46 Harriet Place, Lynbrook, L. I., N. Y.
Please send us all the information about LITH-KEM-KO DEEP ETCH Chemicals.

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Company _____

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City _____

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DATA...
USE THIS COUPON



**Your Saw is
Your
Machine Shop**

Glider **Hammond**
TRIMOSAW



MODEL
G-100

Sawing in your composing room is the same as machining in a machine shop. Every piece in a form must be sawed right just as every part in a manufactured product must be machined right in order to fit in with the others.

Forms are as accurate as the precision with which spacing material, slugs and plates are sawed and trimmed. Get a Hammond TrimO Saw and put accuracy into your forms.

"THE SAW WITH THE BALLBEARING TABLE"

Hammond
Machinery Builders

1616 DOUGLAS AVENUE

KALAMAZOO, MICHIGAN

BIG TYPE

and lettering

**quickly, simply,
for less cost**



PROtype
DOES IT!

- Complete headlines, display matter . . . in minutes
- 10,000 type styles and sizes, 6 to 90 point
- Glossy, matte or film repros—no special lighting or darkroom
- Simple and easy to operate

MAIL THIS COUPON TODAY
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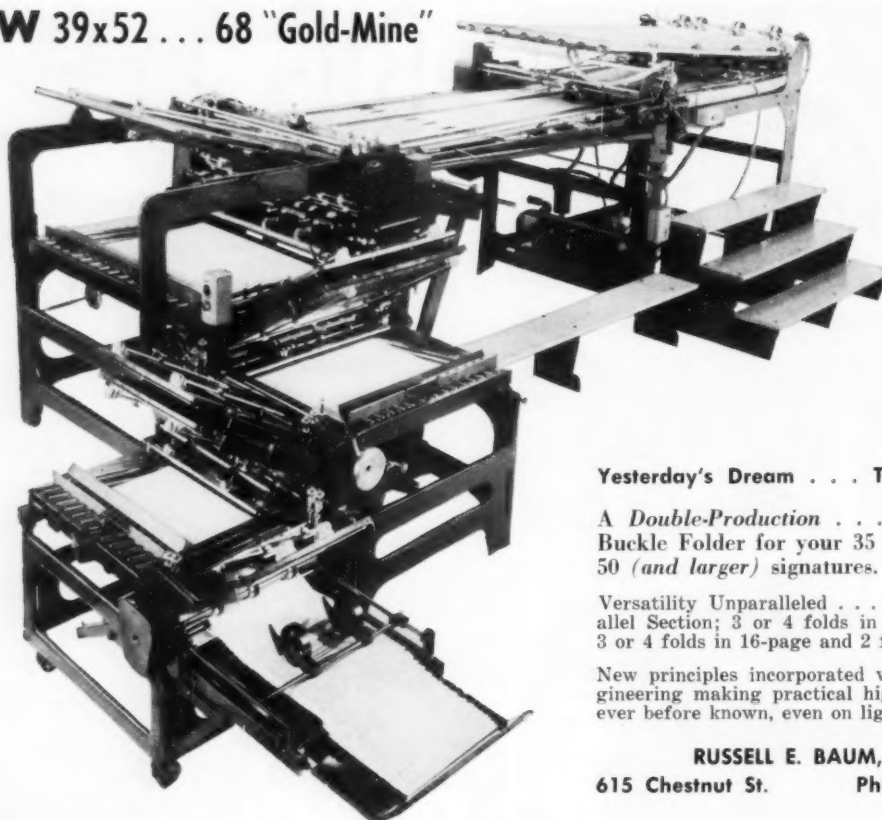


Exclusive Distributors
Mergenthaler Linotype Company Dept. A
Davidson Corporation
29 Ryerson Street, Brooklyn 5, New York

Please send your free folders on ProType

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COMPANY _____
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NEW 39x52 . . . 68 "Gold-Mine"



Yesterday's Dream . . . Today's Reality

A Double-Production . . . Double-Profit Buckle Folder for your 35 x 45 and 38 x 50 (and larger) signatures.

Versatility Unparalleled . . . 4 folds in Parallel Section; 3 or 4 folds in 8-page Section; 3 or 4 folds in 16-page and 2 folds in 32-page.

New principles incorporated with modern engineering making practical higher speed than ever before known, even on light-weight stock.

RUSSELL E. BAUM, INC.

615 Chestnut St. Philadelphia, Pa.

Riegel's

CERTIFINE TYMPAN

IT'S
UNCONDITION-
ALLY GUARANTEED
TO PLEASE YOU
IN EVERY
WAY

A moderately priced tympan with a hard, even surface and exceptional strength. Stocked in roll widths for every press, or square-cut sheets.

RIEGLER PAPER CORPORATION 260 Madison Ave., New York 16, N.Y.

FREE

Write for trial sheets.
Mention press and
sheet size wanted.

SEE

Walden's Paper Catalog
for name of
nearest distributor.

**STOP
STATIC
ELECTRICITY**

\$3 A CAN • \$30 A DOZEN

PUSH BUTTON & SPRAY



STATIKIL

Guaranteed...
USED REGULARLY IN THE LARGEST PLANTS
THE ORIGINAL • THE ONLY

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Spray

STATIKIL

Trade Mark
Reg. in U.S. Pat. Off.

1220 WEST 6th ST.
CLEVELAND 13, OHIO

Quality Control Equipment for the Printing Industry for 42 years

Justrite Companies Offer Parking Meter Envelopes



Parking meter and traffic violation envelopes are currently being featured by the Justrite envelope companies of St. Paul and Atlanta.

Furnished in 3 functional styles, these popular envelopes are tailor made for any traffic department's requirements. They open up new avenues for increasing your sales and profits.

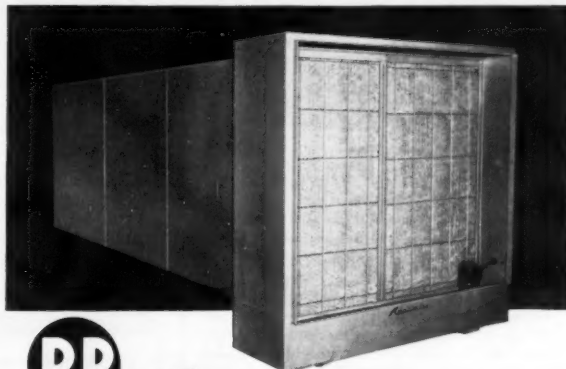
Styles 1 and 2 are specially designed for cities using the Traf-O-Teria or Fine-O-Meter line box systems. They come in the standard size of 3"x7" in yellow waterproof and red kraft stocks . . . complete with carbonized sheets, ready for printing and binding.

No carbon sheets are required in Justrite's Style 3 violation envelope. It's furnished in white stock and measures 3 1/8"x5 1/2" with an additional 4 3/4" for its extended flap. This flap is removed by the traffic officer; the violator uses the envelope for remitting the penalty.

Get in on your share of this fast growing market. Write either Justrite factory for samples and prices of these and other items in Justrite's complete line of standard and specialty envelope products.

Two Modern JUSTRITE Factories
Justrite **NORTHERN STATES ENVELOPE CO.**
 300 East Fourth Street • Saint Paul 1, Minnesota
JUSTRITE ENVELOPE MFG. CO., INC.
 523 Stewart Avenue, S.W. • Atlanta, Georgia
 Sold for Resale Only

NEW INDUSTRIAL HUMIDIFIER DELIVERS PERFECTLY CONTROLLED WINTER-TIME HUMIDITY!



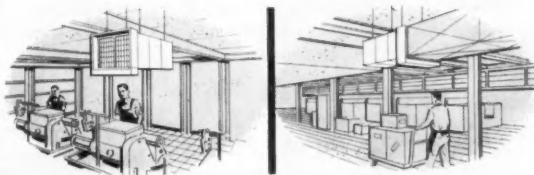
RP *Aprilaire* AUTOMATIC HUMIDIFIER

Designed on an entirely new principle of humidification, Aprilaire Industrial Humidifiers constantly, accurately provide and maintain the exact humidity required . . . reducing static electricity and eliminating the many problems accompanying the curling and dimensional changes in paper stock because of excessive dryness. Recordings of an installation in a 72,000 sq. ft. printing plant during a 24 hour period, with a humidistat setting of 31%, show the relative humidity range held between 27% and 34%, despite an outside temperature change from 35° to 0°.

Important Features—HIGH CAPACITY (unit sizes up to 10 gallons per hour); **POSITIVE CONTROL** (introduces humidity as needed—only when needed without lag or over-run); **FLEXIBILITY** (for gas, steam or hot water heat source); **MINIMUM MAINTENANCE** (the only liming occurs on inexpensive, replaceable evaporating elements); **ISOTHERMAL OPERATION** (has no temperature effect on humidified air); **BACTERIA REMOVAL** (the Aprilaire's unique method of humidification provides an important plus feature—up to 70% of all bacteria in air stream passing through unit is removed).

RESEARCH PRODUCTS *Corporation*

Dept. 918, Madison 10, Wisconsin



THE INLAND PRINTER'S

classified buyers' guide

RATES: Ordinary classified, \$1.25 a line per insertion (figure 36 characters per line); minimum \$3.75. Used monthly, \$40 a year for 3 lines; \$11 for each additional line. Situation wanted, \$1 a line, minimum \$3.

Display classified sold by column inch with discounts for larger space and three or more insertions. Sample rates: One inch used one time, \$23, used 12 times, \$19 per insertion. Two or four inches used one time, \$21 per inch. Full rate schedule on request. Please send payment with order.

Copy must be received at 79 W. Monroe St., Chicago 3, Ill., by the 18th of the month preceding date of publication.

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MILWAUKEE BRONZERS — For all presses. Some rebuilt units. C. B. Henschel Mfg. Co., West Mineral St., Milwaukee, Wis.

CALENDAR AND CALENDAR PADS

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 80 Franklin St., New York, N.Y.

CARBON PAPER—1-TIME



**ROLLS
SHEETS and
PROCESSED**

Phone: CH 3-4167

THE AMERICAN CARBON PAPER CORP.
Dept. 1, 1313 W. Lake St.
Chicago 7, Ill.

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The Inland Printer now has available a Book List containing many standard books on printing and related material. The list is divided according to subject matter. Send for your copy today.

THE INLAND PRINTER
Book Department

79 W. Monroe St., Chicago 3, Ill.

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Emmis | **ONE-TIME**
Amco | **CARBON**
A Better Carbon, Roll or Ream

Better Carbonizing—high-grade, non-curling, non-tearing

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Better Variety — more than 1000 ream sizes, roll widths, colors, finishes and weights

Pencil Carbon —
Carbonized book and news

Write for samples, prices and information. Let us recommend the best carbon on your jobs for best results.

AMERICAN CARBON PAPER MFG. CO.
Factories at Emmit, Texas • Chatham, Va. • Paso Robles, Calif.

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That's what thousands say about the famous Haberule Visual Copy-Caster! Artists, ad men, printers, editors, students swear by it. Never obsolete. Money back guarantee. At art supply stores or direct. Haberule Visual Copy-Caster with plastic type gauge, \$7.50

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FOR SALE Reel tables with fittings, reel racks and reels for use with Polard alling mailing system. Perfect condition. Box Q-9, The Inland Printer, 79 W. Monroe St., Chicago 3, Illinois

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FOR IMPRINTING

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HIGH SPEED, ECONOMICAL WEB DRYERS

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OVER
25 YEARS EXPERIENCE

B. OFFEN & CO.
168 N. Michigan, Chicago, Ill.

Insist on Megill's

Remember. Only Megill Makes
Spring Tongue® Gauge Pins
MEGILL'S PATENT



\$1.80 doz. with extra Tongues

Sold by Printers Supply Dealers.
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EDWARD L. MEGILL CO.
The Pioneer in 1870
763 ATLANTIC AV., BROOKLYN 38, N.Y.

For superior results use superior Caprock CONTACT SCREENS

The Universal*, a new, improved gray contact screen, shoots faster, gives more contrast if desired, and better tone values.

NEW PRICES **LARGER SIZES**
Rulings: 32, 45, 55, 60, 65, 75, 85, 100, 120, 133, 150, 175—Sizes: 8 x 10 to 23 x 29 in. Angle-ruled screens to 23 x 29 in. at same prices

Write for new price list and descriptive folder.

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TOUGH TEMPER DIES

RICHARDS' EXPERIENCE PAYS OFF
Let us help you sell Die-Cut Printing
Ask for Goose Book full of ideas
J. A. RICHARDS CO., KALAMAZOO, Mich.



international printing and paper machinery fair duesseldorf, may 3-16, 1958 the world's largest market for all types of graphic arts machinery and equipment for information about the fair, room accommodations and admission passes german-american trade promotion office, 350—5th avenue, new york 1, n.y. in germany: nowea, ehrenhof 4, duesseldorf



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releases wide range of presses including Harris, Miehle, C & P, Thomson and Miller automatics. Complete list on request.

- Miehle Model 4/0 bona fide rebuilt in 1953. In Chicago plant liquidation.
- Miehle Model 0 TC 56" Serial No. 10313. Used for hi-grade publication work at Crowell-Collier plant.
- Miehle current Model 41 single and two color units also Miehle 41 two color pre-war unit, deep price cut for clearance.

TYPE & PRESS

of Illinois Inc.

3312 North Ravenswood, CHICAGO

MODERN PRESSROOM & BINDERY EQUIPMENT

Rebuilt Machines . . . Sensibly priced 2—Col. Miehle Presses: 1/0 56"; 5/0 65" Automatic feeders available.

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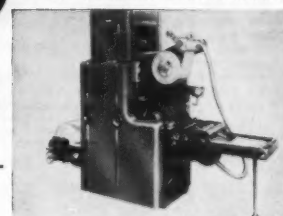


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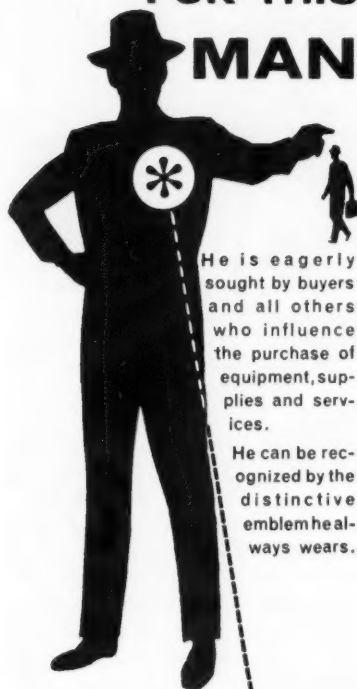
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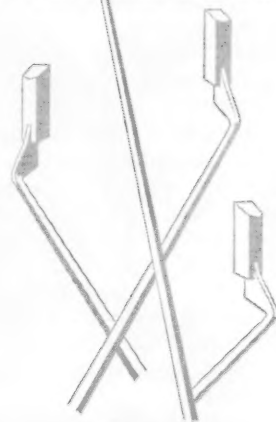
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THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ **DEPT OF UTTER CONFUSION:** It has been brought to our attention that last month we labeled a picture "Herb Breseman," while the photograph was of Bob Fernald. However, since the article was about Ed MacDonald, but should have been about John Shephard—disregard the whole thing.

★ **RIBBON-CUTTING DEPARTMENT:** A public relations firm called us the other day and asked if we had any bright ideas on how to open a new building just completed by a typesetting company in Los Angeles. The usual business of cutting a ribbon was too tripe, excuse us, *trite*, and therefore wasn't acceptable. Couldn't we come up with a new idea? Just like that we asked why the typesetting company didn't cut an extra long Elrod or Monotype rule; just let the machine run, we suggested, as long as it was possible to hang on to the rule being cast; use that for a ribbon, string it across the entrance and cut it with a slug cutter at the appropriate time.

But, believe it or not, that's just the way Sidney James, president of the Printing Industries Association of Los Angeles, opened the new plant of Monsen Typographers, Inc., last month. More in our February news columns—mit a picture, too!

★ **THE FOUR DEVILS:** There are Four Devils in the printer's typecase. They are *p*, *q*, *b* and *d*.

These four letters, viewed upside down and backwards, as they must be by a printer, look so much alike and cause so much confusion for the new typesetter that they have put an adage into our everyday talk—"mind your p's and q's"—which our grandfathers told to our fathers even though they'd never set foot inside a print-shop.

★ **WHEN THE LEGISLATURE** of Lower Canada (according to Paul Montgomery in *Maclean's* magazine for Dec. 7) granted a charter in 1818 to the first bank of the country, the Quebec Bank, it stipulated that costly engraved notes were not to be issued. This left the bank directors with a problem—there were only two other possibilities for issuing notes. They could be hand-written or printed from type. Both methods looked very risky.

The directors called in the government printer. They asked him if it was possible to print a bank note, from type, that would be reasonably free from unlawful duplication. The printer asked for three days. On the third he appeared with the most curious bank note known to students of finance.

He had, at that time, probably the largest collection of type in North America. From each of 267 fonts of type

he took one letter. There were no two letters from the same font of type. This so impressed the directors that they placed an order for a series of notes. For a few years all the notes of the Quebec Bank were printed in this manner. These notes are now very rare; as far as is known the only surviving specimens are in the archives of the Royal Bank, with which the Quebec Bank later merged.

★ **ADD EMPLOYEE BENEFITS:** At a paper mill we know of, pallbearers at the funeral of a company employee or his spouse will henceforth be given four hours off with pay. In another collective bargaining agreement, when a child is born to the wife of an employee, the new father gets a one-day paid holiday. Another new contract provides for marriage-leave of one week with pay after one year of service.

★ **ADVICE FROM POOR RICHARD:** "I would not have you discouraged at the little dullness of business, which is only occasional. A close attention to your shop and application to business will always secure more than an equal share, because every competitor will not have those qualities. Some of them, therefore, must give way to you, and the constant growth of the country will increase the trade of all that steadily stand ready for it. . . ." (From a letter written by Benjamin Franklin to Samuel Franklin, London, on July 7, 1773.)

★ **ZOUNDZ!** Dear Zir: I had an amusing ztory for your column but I buzted a zingle letter on my typewriter az you zurely have guezzed. It zeemz that a Zwedizh rez-aurant zerved at itz zmorgazbord zome horzeradizh zo ztrong that the firzt oyztter it touched burzt out with diz-trezzing zcreamz. A zenzitive flounder in the nearezt dizh zpoke up in zurprize: "Goodnezz," zhe zaid. "That zoundz juzt like my mizzing couzin. He waz a lozt zole."—Incunabuluz in *Chi, Trib.*

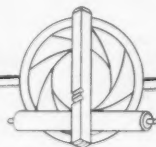
★ **THE PROOFREADER TOLD HIS FRIEND** that when he went home, he read his newspaper in the dark.

He said it rested his eyes.

"But how can you see the print if it's dark?" asked the friend.

"I can't. That's how it rests my eyes."

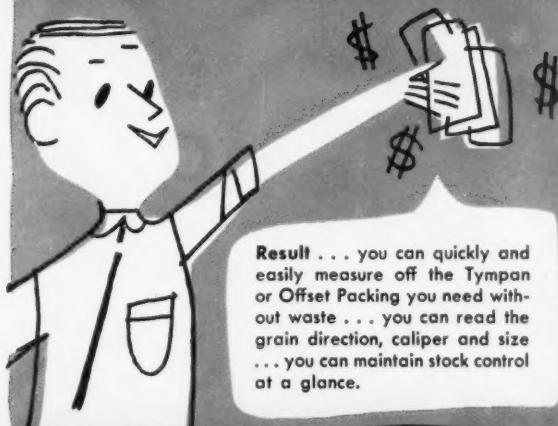
★ **NEVER DIVIDE A PERSON'S NAME** at the end of a line; well, hardly ever. But we know a man in Philadelphia, Hubert Blaine Wolfeschlegelsteinhausenbergerdorff, Sr., who must drive the operators crazy.



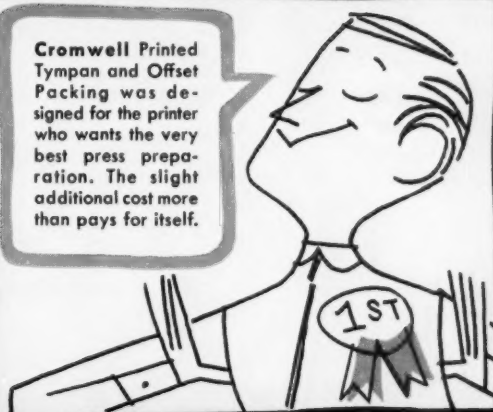
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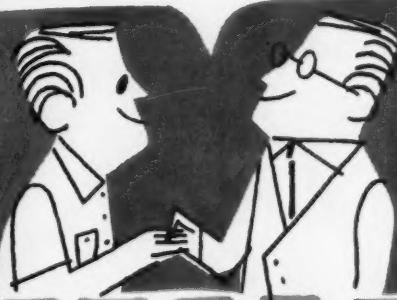
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